



WEST 20

RANCH AND SADDLE COMPANY

West 20 Ranch and Saddle Company in East Troy, Wisconsin has long been known as the place to buy a saddle. Just the number of saddles on hand at West 20 is enough to surprise even the most seasoned saddle shopper. In fact, visiting customers from Texas, Oklahoma, Montana and similar Western locales often comment on how much they wish they had a store like West 20 "back home". Yet West 20 is more than just the savvy saddle shopper's paradise. It is the truest example of the center of our industry. A place where beginners can learn, and experienced horsemen can exhibit their skills. A home for everything horse related. The place a horseperson can call to find not just a hard to find piece of equipment or a saddle, but an honest referral for a farrier or a veterinarian, a horse hauler, riding lessons for themselves or their kids, or knowledgeable answers to myriad of common and not so common questions about equipment and horses. In addition to the retail business, West 20 hosts and promotes a large number of horse shows each year, drawing participants from quite a distance. The ranch is also home to a successful 20 year old breeding program, and raises high quality American Quarter Horses.

For over 20 years, Julie Cyra and her knowledgeable staff have been fitting saddles to horses of all breeds and types, from all backgrounds and disciplines. From Quarter Horses to Friesians to Fjords, Gaited and Dressage horses, ponies and draft horses, West 20 is the destination point for customers struggling with saddle fit. Julie Cyra presents many Saddle Fitting Clinics at Horse Fairs and Expos. These clinics include The Physics of Saddle Fitting, which gives riders of all disciplines a better understanding of how different types of saddles affect their ride and their horse's movement, as well as improving their understanding of saddles and saddle trees. Clinics will be presented this year at the Michigan Horse Expo at MSU, Illinois Horse Fair, and Midwest Horse Fair, among others. Clinic attendees typically comment that they thought they understood saddle fitting, until they came to the clinic. They leave with a clear picture of the mechanics of the horse, and how the shape of the tree, rather than the width, is key. West 20's retail store was designed with saddle fitting in mind. The back of the store has a glass viewing room that looks into an indoor arena where customers can bring their own horse for a free saddle fitting, and actually get to ride in a potential new saddle. Horse owners appreciate West 20's huge selection of high quality, American Made saddles and tack. The selection can be overwhelming; so many shoppers plan a day trip to West 20. There are saddles for all disciplines and budgets, and a vast selection of bits, bridles, strap goods of all types, and, of course, a large selection of Western wear and English attire. Hats are a big part of West 20's popularity as

well. They carry a wide array of both straw and felt hats, and even provide old fashioned hat shaping and cleaning services. West 20 also offers a wonderful variety of Western home furnishings, including framed artwork, sculptures, kitchen and bath accessories, and gifts galore for both the horseman and the Western lifestyle enthusiast.

In addition to being the largest and most extensive saddle shop in the Midwest, West 20 is also home to a rapidly expanding horse show series. This year, West 20 will host its 7th Annual Open Horse Show Series, which consists of five Open Shows. The series participants have a chance to win embroidered prizes at each show. The Grand and Reserve Grand Champions in all divisions, including Halter, have a chance to be awarded a custom buckle by Montana Silversmiths. The buckles are presented at the Holiday Horse Show, held annually in November. The Holiday Horse Show is popular with the youngsters, as the show day wraps up with a group of fun classes, including a costume class. Over Halloween, West 20 has put together a show that includes fun classes as well as a typical open show schedule. In 2008, West 20 developed an Open Gaited Horse Show Series that has become a great success. This is a three show series that invites the horse owners of all gaited breeds to participate. This series culminates with an Award Presentation held annually during the Holiday Open House and Presentation of Horses for Sale, held the first week of December. Gaited Show Series participants are presented with custom Montana Silversmiths buckles as well. The Fox River Saddle Club also merits mention. This is a group that has been in existence for generations, and has produced many successful trainers and exhibitors in the Midwest. They have developed a strong show series at West 20, and encourage family participation and a strong spirit of volunteerism. This year, West 20 has added a two day Jean Cyra Memorial Horse Show, celebrating the life and spirit of Jean Cyra, mother of proprietor Julie Cyra. Jean Cyra passed away in October of this year, after a five year battle with Multiple Myeloma, a cancer of the blood plasma. This show will include an Open Pleasure Show on Saturday, May 8th, and an Open Speed Show on Sunday, May 9th, which is Mother's Day. Proceeds from this show will be donated to Multiple Myeloma research. Prizes for these shows will be extensive, as manufacturers are showing their support by donating prizes for the event. Class sponsorships are available, and more information and a complete list of sponsors can be seen at www.west20.com. West 20 is happy to announce their NBHA Barrel Racing Series of shows, and more information is available online. This series begins in May.

West 20 will be hosting several clinics this year as well, including the ever popular "Ladies Only...Fundamentals of Cow Work", brought to you by West 20, and presented by Steve Lundean. This year West 20 will also add a coed version of this clinic, as well as the more advanced Intermediate Cow Work Clinic. Another great clinic being brought to you by West 20 and Classic Equine, in conjunction with the Reining Horse Sports Foundation and NRHA is the Reining For Beginners Clinic being held in June. This clinic is designed to bring top trainers together with beginning reiners to develop their skills, and also to help bring new participants to the great sport of Reining. Another big draw at West 20 is the Drill Team Competition held in June. This is hosted by the Kettle Moraine Rough Riders and brings drill teams from all over the Midwest to compete for cash and prizes. It is great entertainment, and an example of great team work and choreography, and is a moving and very patriotic event to watch. A great new event developed by West 20 this year is Stock Horse 101, Presented by Jim Truemper, and Sponsored by Simco/Longhorn and Tex Tan. This clinic will be held July 31 and August 1, and will bring experienced Stock Horse Of Texas exhibitor Jim Truemper to the Midwest to explain the Stock Horse and Ranch Horse Versatility classes, as they were originally designed and developed by Texas stock men and women. Simco/Longhorn and Tex Tan have responded to West 20's request to bring this clinic to the Midwest by sponsoring the majority of the cost, making this a very affordable option for those looking to develop their Ranch Horse skills. More clinics and events are listed online at www.west20.com.

West 20 is home to a 20 year old breeding program, raising high quality American Quarter Horses that excel in a vast array of disciplines. Comments from horse buyers, and horses for sale, can be seen online at www.west20.com. Horses are boarded and trained at West 20, and they offer a great lesson program. Lessons are available for Western and English riders, youth and adult. Reining lessons are available, as well. Facility rental is available for your club or event, and West 20's marketing team will help make your event a success. Planning a day trip to West 20? It's only four miles from Southern Kettle Moraine Horse Rider's Park. Plan to come for a saddle fitting or show? They will be happy to provide you with overnight stabling and directions. West 20 is open 10-6, 7 days a week.

Plan a trip to West 20 this year.