



June 13, 2011

Chin up, eyes up, shoulders back! The mantra is heard again, but this time it was not from your usual equitation instructor but from Barbra Schulte, world renowned personal performance coach who was in Armstrong from Brenham Texas for a two day clinic.

The journey to see Barbra in the Okanagan started almost a year ago from a mere concept to the days of the actual event. The mission was to have the best riding performance coach in the world teach the lucky ones how to improve a rider's mental and emotional approach to showing. It started when a few of the Reinin' In The Sun (RITS) Committee members were musing about what is missing to show to our greatest potential. If the horse is in place, the reining or riding coach is qualified and in place too, what else is there? What about those nerves at the entry gate that can change the run from what could be spectacular to much less than? What about the blown lead change that seems to end the otherwise flawless run into a series of arena mishaps?

Barbra Schulte's name is synonymous with horse showing from the mental and emotional point of view. There is no going just part way when it comes to RITS events. Reach for the top and be the best or know the best to hire!

Barbra Schulte exemplifies the best! She has been involved with horses her entire life. Beginning in early childhood and continuing through college, she helped market and show many of her family's 500 head of horses. Today, Barbra continues to train and show cutting horses. At the same time, she is expanding her education business by continually providing new online and live informational training for riders of all disciplines regarding mental and emotional skills.

The event on May 14 and 15 shared time between the arena and classroom for the attending Reiners, Cutters and Competitive Riders. The runs on cows and reining patterns were videoed and then reviewed in a seminar environment. Barbra's teaching was highly energized with powerful messages, tips and skills to help develop the riders' full potential, perform under pressure and overcome fear.

This is what a few participants had to say.

Janet Crich, Armstrong BC "It was awesome! Thank you so, so, very much! It was fabulous! I can't wait for my next show, because now I will have my Barbra Angel on my shoulder talking to me the whole time."

Rocky Sapergia, Okotoks AB "Thank you so much for your efforts in putting on this clinic. Barbra is a very special lady and I feel privileged having met and spent time with her."

Barbara Grimshaw, Armstrong BC "She left us with so many tools to apply to our daily lives, as well as our riding skills. How fortunate we all were to share that time with her!"

Katie Michaluk Hay, Kamloops BC "It was terrific!"

So what's next now that the seed of awareness is planted? The clinic with Barbra was the tip of the iceberg to the potential of instruction and improved showing results. Barbra has resources available in the form of books, DVDs, CDs, webinars, website and newsletters to provide continued strategies to become a confident empowered rider. Watch for information on the next live opportunity in the Okanagan. As a competitive rider, it might prove to be your missing link. Barbra Schulte's website is www.barbaraschulte.com

In the meantime make Reinin' In The Sun a must attend event, July 29, 30, 31, 2011 which entertains reining and cow horse enthusiasts. Keep checking www.reinininthesun.com or email lists@reinininthesun.com to be part of or newsletter community.

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