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**NRCHA E-Cow Work**  
***Countdown to the Snaffle Bit Futurity - 17 Days!***

**September 3, 2010**

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**NRCHA Sale Catalog and Preview Online Available Now**

You can now view the sale preview with links to photos, videos and catalog pages at <http://www.professionalauction.com/10SBF.htm>

Photos and videos are updated as we receive new items, so keep checking the preview for updates.

You can download the complete catalog at:  
<http://www.djpedigrees.com/Catalogs 2010 NRCHA.htm>

**Sale Schedule**

**Thursday, September 30**

- 7 a.m - Bridle Horse Preview - Rein Work
- 9 a.m - Select Yearling & Broodmare Sale
- Followed by the Classic Yearling & Broodmare Sale

**Friday, October 1**

- 9:45 a.m. - Cattle Preview for Select 2-Year-Old Sale and Cutters
- 3 p.m. - Select 2-Year-Old Sale
- Followed by Performance Horse Sale

**Educational Seminars at Best of the West Trade Show**

The NRCHA is offering a variety of free educational seminars this year during the Snaffle Bit Futurity at the Best of the West Trade Show. From nutrition to equine health to show strategy, there is certain to be something of interest for everyone.

Here is the schedule of the seminars:

**Friday, September 24**

4 .m. "Get the Most Out of Your Cow Trac" demonstration by Cow Trac at the Rodeo Arena (this is the only seminar not in the Best of the West Trade Show Building)

**Saturday, September 25**

1 p.m. "Is Your Horse Suffering in Silence (EGUS)" by Tracy Vigil of Merial

**Sunday, September 26**

1 p.m. "Continuing the New Movement in Equine Pain Management" by Tracy Vigil of Merial

**Tuesday, September 28**

1 p.m. "Understanding Equine Insurance" by Markel Insurance

**Wednesday, September 29**

1 p.m. "NRCHA Judging Seminar for Amateurs & Owners" by Carl Gould

**Thursday, September 30**

1 p.m. "NRCHA Judging Seminar for Riders & Trainers" by Carl Gould

3 p.m. "The Mental Game of Competition" by Anne Reynolds

**Friday, October 1**

1 p.m. "The Braided Hackamore" by Bobby Ingersoll and Bill Black

2 p.m. "Athletic Performance & Fueling with Fats" by Platinum Performance President & Founder Mark Herthel

**Saturday, October 2**

2 p.m. "Bits & Bitting" by Les Vogt

**\$30,000 Guaranteed to 2010 NRCHA Snaffle Bit Futurity Cinch Intermediate Open Champion!**

Intermediate Open exhibitors at the 2010 National Reined Cow Horse Association Snaffle Bit Futurity have more on the line than ever. That's because NRCHA Corporate Partner Cinch came on board in early 2010 to supplement the already impressive added money for the division with an additional \$25,000 - bringing the total added money for the Intermediate Open to \$70,000!

And with the increased added money, the NRCHA Board announced a guaranteed payout to the Intermediate Open Champion of \$30,000!

"Cinch has been a long-time partner of the NRCHA and we are very excited that it has extended its support of the association by becoming the naming sponsor of the Intermediate Open division of the Snaffle Bit Futurity," noted NRCHA Sponsor Committee Chairman Carol Rose. "The event will now be known as the NRCHA Snaffle Bit Futurity featuring the Cinch Intermediate Open Futurity. We're confident that this support will ultimately help this division grow even more."

Keith Munde, Vice President of Sales and Marketing for Rocky Mountain Clothing Co., noted, "We are excited to expand the involvement we already had with the National Reined Cow Horse Association. We've enjoyed our relationship with Carol Rose and the NRCHA and look forward to this next level."

