



Inaugural Equi-Palooza Event Will Not Disappoint!

What in the world is **Equi-palooza**? Palooza is a portion of the word lollapalooza which is a late 19th-century term defined as “an extraordinary or unusual thing, person, or event”; an exceptional example or instance”. And, as most horse lovers are aware, the term “equi” comes from the Latin word “equus” meaning horse. Put the two words together for an **extraordinary event all about horses!**

Equi-palooza, is a free equine educational event created and managed by Lisa Phillips, key account manager from Farmers Cooperative Association, Inc. (FCA) and will take place **March 15-17, 2024 at the Clarke County Ruritan Fairgrounds**, 890 West Main Street in Berryville, VA. Lisa chose this location for the inaugural event due to its reasonable cost, excellent and varied facilities, and proximity to FCA’s mill in Frederick, MD as well as three of its local feed dealers, Berryville Farm and Pet Supply, Clearbrook Feed & Supply, and Loudoun County Milling Company. The four companies will be sponsoring the event, providing a free dinner and nutritional meeting to kick it off on Friday night March 15 at 6:00 p.m. Dr. James Lattimer from ADM Animal Nutrition will be the guest speaker for the evening. Those interested in attending should **RSVP for the free dinner meeting by calling or texting Lisa at 757-536-9037 or via email at lisa.phillips@farmerscoop.com**.

Saturday morning, March 16, the event starts at 8:30 a.m. in the Ruritan Building. The first 100 attendees will receive a free welcome bag with coupons, free sample size horse care items, pens, notepads, and other useful items! Concession items will be available for breakfast and lunch starting at 8:30. Door prize drawings will be announced throughout the day and more than 35 equine related vendors will be set up throughout the Ruritan building and outside on the grounds leading to the cattle show barn. Wear your thinking caps and choose from more than a dozen educational seminars beginning at 9:30 a.m. and finishing up at 4:00 p.m. when the **grand prize drawing will be held for \$100 worth of feed from FCA**. There will be two seminar areas inside the building, Hall A and Hall B, as well as hands-on sessions with horses in the cattle show barn outside.

Sunday’s festivities will be held at the horse arena area at 8:00 a.m. **with free coffee and donuts provided by Trailer Country LLC**. At 8:30 a.m. author Sarah Hickner will present a cowboy church service sharing stories of faith and how God touched her through horses. Demonstrations will begin at 9:00 a.m. with Mounted Games Across America followed by a riding and driving demonstration by the Norwegian Fjord Horse Alliance. Thereafter, you won’t want to miss cowboys and cowgirls from 1st Virginia CMSA (Cowboy Mounted Shooting Association) running patterns and shooting balloons off the back of their horses with their .45 caliber single action revolvers and long guns using black powder blanks. Jean French from The Natural Horse Connection, Inc. will follow the shooters showing how she retrains and rehabilitates horses for trail riding. Last, but certainly not least, the event will conclude with Horse World Expo clinician, Jimmy Wagner from Jimmy Wagner Horsemanship LLC showing his techniques for desensitizing and liberty. Concessions will be available Sunday for lunch thanks to the **Shenandoah Valley Equine Rescue Network (SVERN)**.

Interested attendees can find a list of vendors, guest speakers, and all the details by following the updates under the discussion tab of the event page at:

www.facebook.com/events/752722049624280 or by calling or emailing **Lisa Phillips at 757-536-9037** or lisa.phillips@farmerscoop.com. The detailed schedule is also listed in this issue on page.



Jimmy Wagner from Jimmy Wagner Horsemanship LLC



CLARKE COUNTY FAIRGROUNDS - 890 W MAIN ST., BERRYVILLE, VA



**ADMISSION - SEMINARS - DEMONSTRATIONS
VENDORS - GOODY BAGS TO 1ST 100 ATTENDEES**



Event kick-off **Friday, March 15 @ 6:00 pm**
Free Dinner & Equine Nutrition Meeting

RSVP to Lisa Phillips via email, phone, or text:
757-536-9037, lisa.phillips@farmerscoop.com



*Help us support
SVERN
at this event!*

Shenandoah Valley Equine Rescue Network

Doors open at 8:30 a.m. on Saturday, March 16 with vendors, concessions, giveaways, seminars.

SATURDAY, MARCH 16 RURITAN BUILDING, HALL A

- 9:30-10:30 Spring Grass is Coming! (Easy Keepers)
- 10:45-11:30 History of Therapeutic Horsemanship
- 11:45-12:30 Saving Money Without Cutting Corners
- 12:30-1:00 Lunch Break - Visit Vendors
- 1:00-2:00 Equine Liability and Contracts
- 2:15-3:00 Horse Racing in Virginia
- 3:00-4:00 TBD - Time Slot Available - Visit Vendors

SATURDAY, MARCH 16 RURITAN BUILDING, HALL B

- 9:30-10:30 Soil & Water Conservation Programs
- 10:45-11:30 So You Want to be an Equine Vet?
- 11:45-12:30 The Ins and Outs of Endurance Riding
- 12:30-1:00 Lunch Break - Visit Vendors
- 1:00-2:00 Understanding Proper Topline Development
- 2:15-3:00 Proper Care of Neglected Horses
- 3:00-4:00 TBD - Vet, Farrier, Trailer Maintenance

SATURDAY, MARCH 16 SHOW BARN, HANDS-ON SESSIONS

- 9:30-10:30 Understanding Proper Topline Development
- 10:45-11:30 Body Condition Scoring & Metabolic Issues
- 11:45-12:30 Full Body Session & PEMF
- 12:30-1:00 Lunch Break - Visit Vendors
- 1:00-2:00 Rehabilitation & Retraining Techniques
- 2:15-3:00 Saddle Fitting
- 3:00-4:00 Equine Massage & Myofascial Release

SUNDAY, MARCH 17 HORSE ARENA, MOUNTED DEMOS

- 8:00-8:30 FREE coffee & donuts, Trailer Country LLC
- 8:30-9:00 Cowboy Church, Sarah Hickner
- 9:00-10:00 Mounted Games Across America
- 10:15-10:45 Norwegian Fjord Riding & Driving
- 11:00-1:00 1st VA CMSA, Cowboy Mounted Shooting
- 1:00-2:00 Retraining & Rehabilitating for Trail Riding
- 2:00-3:00+ Horsemanship, Desensitization, Liberty

Equi-palooza is brought to you by:

Visit [facebook.com/events/752722049624280](https://www.facebook.com/events/752722049624280) for full details and updates or contact Lisa Phillips at 757-536-9037, lisa.phillips@farmerscoop.com

