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May 2017



EMPLOYEE NEWSLETTER

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EMPLOYEE NIGHT AT THE ARENA STARTS TONIGHT!

Every Tuesday night, starting tonight, will be available for a variety western sports just for our employees.

Tonight's Schedule:

- 5-6 pm - Barrels
- 6-7 pm - Poles (if no one wants to do barrels or poles, open riding will be available)
- 7-7:30 pm - Sled
- 7:30-9 pm - Live cows

NRSTRC





The 2017 NRSTRC was a success with 328 teams. NRS paid out over \$100K in cash prizes! The event had a roper who had the longest recorded time because his horse bucked the entire time that he was trying to throw his heel loop and finally quit when he caught!

Our winners were amazing! After hearing his time, the Champion header jumped off his horse and did a snow angel in the arena dirt. The Champion heeler was actually in desperate need of a new pickup truck because his truck was currently broken down in the NRS parking lot with a mechanic working on it. He was extremely grateful to have a new truck because he wasn't sure that his truck would even make it home.



Easter Egg Hunt





How long does it take to hide 5000 eggs? Just ask one our NRS Employees who helped out with the 2nd Annual Easter Egg Hunt at the NRS Ranch Store. The estimate of the amount of children searching for eggs this year was around 300. What a great memory that these kids will grow up having of coming to the Ranch for an Easter Egg Hunt! Thanks to our employees for pouring love into our community! And a special thanks to Lizabeth Ortiz for being a great Easter Bunny!

NEW Employee Features of the Month

A lot of changes are going on in the Marketing Department. Here are 2 new faces that will be working on the NRS catalog pages that you'll want to meet:

Davina Long

Afflicted with horse fever from a very young age, Davina has been passionate in her love for horses and the arts as long as she can remember. Horses have been her biggest inspiration and have led her to a life that's all about a wonderful blend of the arts, horses and lots of creativity. She's a BFA graduate from the University of Arizona and has been designing within the horse industry for over 15 years now, including owning and publishing the *Horses In Art* magazine, product design of the [Stowaway Packs](#) for endurance riding, graphic design for the Smith Brothers Catalog and Hobby Horse Show Clothing, as well as website/graphic design development for multiple horse affiliated businesses.

Davina resides in Bowie with her fourteen year old son, Austin; two horses, Doxie and LadyBug; two dogs, Eli Ruger and Cleopatra Poppins; two cats, Miss Kitty and Gato Montes, and several chickens named after popular music artists. Davina is thrilled to be part of the NRS family and looks forward to getting to know everyone as well as creating incredible graphics to wow the world with more love of all things western.





Cara Lea Willoughby

Cara Lea has loved horses from her very earliest memories. As a small child, she thought that she would grow up to ranch in Texas or be a jockey (maybe from living a short distance from the Twin Spires of Churchill Downs). A year spent working on her MFA in Fine Arts at the University of Arkansas got her close enough to Oklahoma and Texas that childhood ponderings came to fruition.

Helping her husband in his cattle preconditioning service for 10 years – riding pens, pulling sick, processing and shipping semi loads of yearling cattle, gave her the ranching. Heeling on her Triple Chick and double bred Joe Reed gelding was pretty close to being a jockey. Now cutting has become her passion and she is jockeying in a different way.

Her husband, Jim, is an NRHA Hall of Fame trainer NRHA Futurity Winner and NRHA World Champion. He is the writer of A General, the defining rule of the reining association. One of the last men able to fix a

cutting horse that has quit, run off, walked off or reared up and turned tail. Trainer of NCHA Futurity Finalists, Semi Finalists, Top Ten Finalists, Area and Affiliate Champions. A horseman for whom horses are a love, not simply a living. Jim has helped her become a better horsewoman and graphic designer in the western market.

"I fell into catalog design when I saw the original Sergeant's catalog in 1995. I knew immediately that I could help them and I did. That was the beginning of a 22 year relationship with catalog design. And that is why I am here at NRS. As with ranching and jockeying, my love of catalogs began as a child thumbing through the Sears Christmas catalog. It was a marvelous thing and it still is for me. Marketing to the western world is a grand job and I am delighted to be here with so many people who feel the same." - Cara Lea

Swiss Visitors at the Ranch

The Ranch Store employees had a chance to visit with Elena Widmer & Tobias Schaad who were shopping at the store and visiting from Switzerland last month.





MAY Birthdays!

May 04 - Megan Linder
 May 03 - Robin White
 May 04 - Macayla Ann Perkins
 May 05 - Debra Guthrie
 May 06 - Shianne Doty
 May 06 - Carl Martin
 May 09 - Nick Valero
 May 10 - Mark Pingel
 May 12 - Justin Thompson
 May 15 - Katelyn Tiner
 May 18 - Blair Isham
 May 19 - Haley Rector
 May 20 - Shelby Lavigne
 May 23 - Terre Eubanks
 May 24 - Alexis Jones
 May 24 - Kimberly Redwine
 May 26 - Ariana Buchanan
 May 28 - Brenda Dugan
 May 28 - Michelle Haynie
 May 28 - Kyla Rater
 May 29 - Lisa Mercer
 May 31 - Herman Miller



Welcome April New Hires!

Michelle Haynie - Photo Editing
 Destiny Turner - Boot Sales
 Tancee Romines - Cashier
 Tanner Stillwell - Feed Store Stockroom
 Kyle Drews - Feed Store Sales Floor
 Andrew Gilbert - Feed Store Sales Floor
 Alex Cordell - Cashier

NRS TRAILERS

Connor Smith - Make Ready Tech
 David George - Make Ready Tech
 Dylan Gee - Make Ready Tech
 Bryan Shue - Payable Clerk
 Ed Brown - Service Advisor

Upcoming Events ⌵

Meet the Mustang
May 12-13

Upcoming Events ⌵

Rope Meyers Steer
Wrestling Clinic

Upcoming Events: ⌵

NRSYTEC - BOOKS
opened May 1

MAY 12TH & 13TH PLAYER'S CHOICE MEET A MUSTANG

Over 50 youth and adult horse trainers will be gathering at the NRS Arena over the 2 days in May to meet their wild mustang! These mustangs will be taken home and trained for 100 days in preparation for the [Extreme Mustang Makeover!](#)



Spread the word...plenty of spots available for this clinic May 19-21. Share the event on your Facebook or sign up yourself!

A poster for the NRSYTEC Championship, a youth timed event. The poster features a central image of a horse and rider, with text detailing the event's structure and prizes. The text includes: "SENIOR - 15 TO 19 YRS OLD", "JUNIOR - 14 & UNDER", "TO & UNDER", "EACH ENTRY - \$100", "LONG GO - THREE PM & 2:45", "EVENT COULDN'T GO SAT AFTERNOON ENJOY GO", "THE PATRICK & BOB ADDS MONEY TO 1ST PLACE WINNER OF EACH EVENT", "WINNER & RESERVE WINNER & CONSOLE", "ALL AROUND WINNER WILL RECEIVE AN ALL AROUND SADDLE & A CHANCE TO RIDE A PARTICULAR LG TRAILER FOR 1 HR", "ALL AROUND WINNER & ALL AROUND CONSOLE & CONSOLE FOR THE 100 UNDER AGE DIVISION WILL RECEIVE TRAVEL BUCKETS", "GRAND ALL-AROUND PRIZE", "4 KEYS & WINNER", "WINNER & RESERVE WINNER LEAD LG TRAILER FOR 1 HR", "WINNER & TOP JUNIOR & SENIOR", "CONSOLE & CONSOLE". The poster also mentions "NRS DECATUR, TX" and "CHAMPIONSHIP".

June 1-3

MANAGERS: If you have employees without email addresses, please print and post where they can view it or give them a copy to keep everyone informed of company news.

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If you have any information that would be useful to our Newsletter, please contact hbaker@nrsworld.com.

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