

For Immediate Release –

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Educator Heather Bender Shares Horse Show 101 Tips At Sho Clothes “Shop Talk”

West Palm Beach, FL (November 16, 2009) – Dressage rider, trainer, educator, coach, judge and USDF Certified Instructor Heather Bender shared Horse Show 101 tips with the audience during a recent “Shop Talk” at Sho Clothes dressage boutique in Wellington. Bender, who has been showing dressage since the 70’s, offered a wealth of knowledge and great ideas on how to have a successful show experience.

Bender shared with the audience her tried-and-true tips on how to make the most out of every show. She spoke about staying organized, studying the dressage rulebook and being better prepared for your dressage test.

“Heather really understands what riders are facing when they show and she offered great advice on the best way to be prepared. She had a lot of great ideas and I am sure everyone was able to take away something worthwhile from the evening,” said Betsy Rebar Sell, who co-owns Sho Clothes with Michele Hundt. “Heather was especially knowledgeable because she offers the perspective as judge, clinician, trainer and competitor.”

Bender’s tips included studying pages 13 to 28 in the dressage section of the USEF rulebook, keeping an extra briefcase for entry forms and paperwork and reviewing your score sheets to understand what the judges are saying. She explained that staying organized helps the rider concentrate on riding and showing which makes for a smoother show experience.

“Shop Talk” is co-sponsored monthly by the Gold Coast Dressage Association, and Bender praised the organization as well as the Wellington Classic Dressage circuit. “The shows in Wellington are run and set up well and the judging and competition here is great,” she said.

Sho Clothes, an upscale dressage boutique in Wellington, specializes in the latest and most fashionable dressage apparel for show and play. “We love to support the dressage community and ‘Shop Talk’ has proven to be a successful way for dressage enthusiasts to gather and learn,” Sell said, adding that ‘Shop Talk’ is held the second Tuesday night

of each month.

The Sho Clothes Sho Room, located at 3220 Fairlane Farms Road in Wellington, boasts a wide variety of the finest dressage riding clothes, apparel, jewelry and dressage accessories available. Sho Clothes also offers top-notch customer service in the store, with a knowledgeable staff ready to assist shoppers in their purchase decisions. Dressage enthusiasts all over the world also have the option to shop at Sho Clothes by visiting www.shoclothes.com.

For more information on Sho Clothes or “Shop Talk,” visit their website at www.shoclothes.com or call them at 561-319-2121.



Photo: Dressage rider, trainer, educator and judge Heather Bender shared Horse Show 101 tips at a recent “Shop Talk” at Sho Clothes dressage boutique in Wellington. Bender (center) is joined by Sho Clothes’ Krystalann Shingler (left) and Sho Clothes co-owner Betsy Rebar Sell.