

For Immediate Release –

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Shop Talk Posts Another High Score With Speaker Shannon Dueck

Wellington, FL- The Sho Clothes' Sho Room hosted their August Shop Talk last week with International dressage trainer Shannon Dueck as the featured speaker. Dueck, formerly one of Canada's leading dressage riders, now lives and competes in the United States. She spoke enthusiastically about training dressage horses and their riders.

The highly successful "Shop Talk" session was well attended and has been supported by the dressage community throughout the summer. Hosted by Sho Clothes and the Gold Coast Dressage Association (GCDA), Shop Talk gives local equestrians the opportunity to converse and question top professionals in the equine industry.

Dueck, who has her Masters degree in Equine Nutrition and Exercise Physiology, has had tremendous success developing young horses and training them up through Grand Prix. Representing Canada, Dueck won the silver medal at the 1999 Pan Am Games, she was top ranked Canadian rider in the 2002 World Equestrian Games, she rode for Canada at the 2003 World Cup Final in Sweden and rode for the Canadian Team at the 2003 Open European Dressage Championship.

From the beginning, Dueck emphasized the importance of being clear and consistent when training a horse. "Know what you want and slow your brain down to be clear about your demands," she said smiling. "Be consistent and focused with your aids. Ask for appropriate things and when the horse gets it, leave him alone. You are only there to remind after that."

The audience listened with interest as Dueck described the acceptance and patience it takes on the rider's part to eventually bring out gifted qualities the horse may have. "Reward your horse as quickly as you can when he does the right thing," she reminded her audience, "It is so very important." Dueck then alluded to an article written by Steffen Peters where he suggested teaching the horse to do more while you do less.

The audience took in every word. Dueck could have lectured for another hour before she encouraged them to ask questions and participate in the series. Equestrians eagerly queried her, gaining insight on training they may find useful in the future.

“Above all else,” Dueck laughed with the riders at the session’s end, “The finished product in the show ring should never show the bloody hard work it took to get there!”

Specializing in equestrian apparel, the Sho Clothes Sho Room is located at 3220 Fairlane Farms Road in Wellington. For many shows on the East Coast, their mobile unit is a welcome fixture. Betsy Rebar Sell and Michele Hundt, co-owners of the Sho Room are proud of the community response Shop Talk has created.

In their continuing effort to return back to the dressage community, Shop Talk was the creation of Hundt and Sell. “We have had such a good time co-hosting “Shop Talk,” said Hundt. “The response from clients, friends and riders new to the sport has been overwhelming.” Equally pleased with the professionals who donated their time and expertise, Noreen O’Sullivan, GCDA Show Manager added, “We can’t thank them enough. Their generosity in sharing the knowledge they have has made this program a tremendous success.”

The September speaker for Shop Talk will be Amy Gill, an Equine Nutritionist. Make the next Shop Talk a must on September 9th at the Sho Room. The seminars are free and the public is welcome. For more information visit: www.shoclothes.com.



*Photo: Sho Clothes Co-Owner, Michele Hundt, helps hosting August Shop Talk with dressage trainer, Shannon Dueck.
(JR Photo)*