

50 YEARS FROM THE HEARTLAND!

vesty

STRAND'S ARABIAN STABLES

A 50-YEAR TRADITION OF EXCELLENCE



*The *Witez II grandson, Niga (Nitez x Galena, by Phantom). Sire of 99 purebred foals.*

Fifty years of success in the Arabian horse industry proves two things: Outstanding horses and superior horsemanship, the kind that spans generations. At Strand's Arabian Stables, in Toddville, Iowa, Jody Strand is a good example. He was only 5 when his father, Ed Strand, and his Uncle Milt began the business, and as they turned the fledgling operation into one of the industry's most respected breeding and training centers, he absorbed the lessons they taught him. Now, as Strand's celebrates its 50th anniversary, the farm's gilt-edged reputation is based as much on Jody's contributions as its history. The result is that Strand's Arabian Stables is not just successful; it is a household name in its industry.

ALL THOSE YEARS AGO

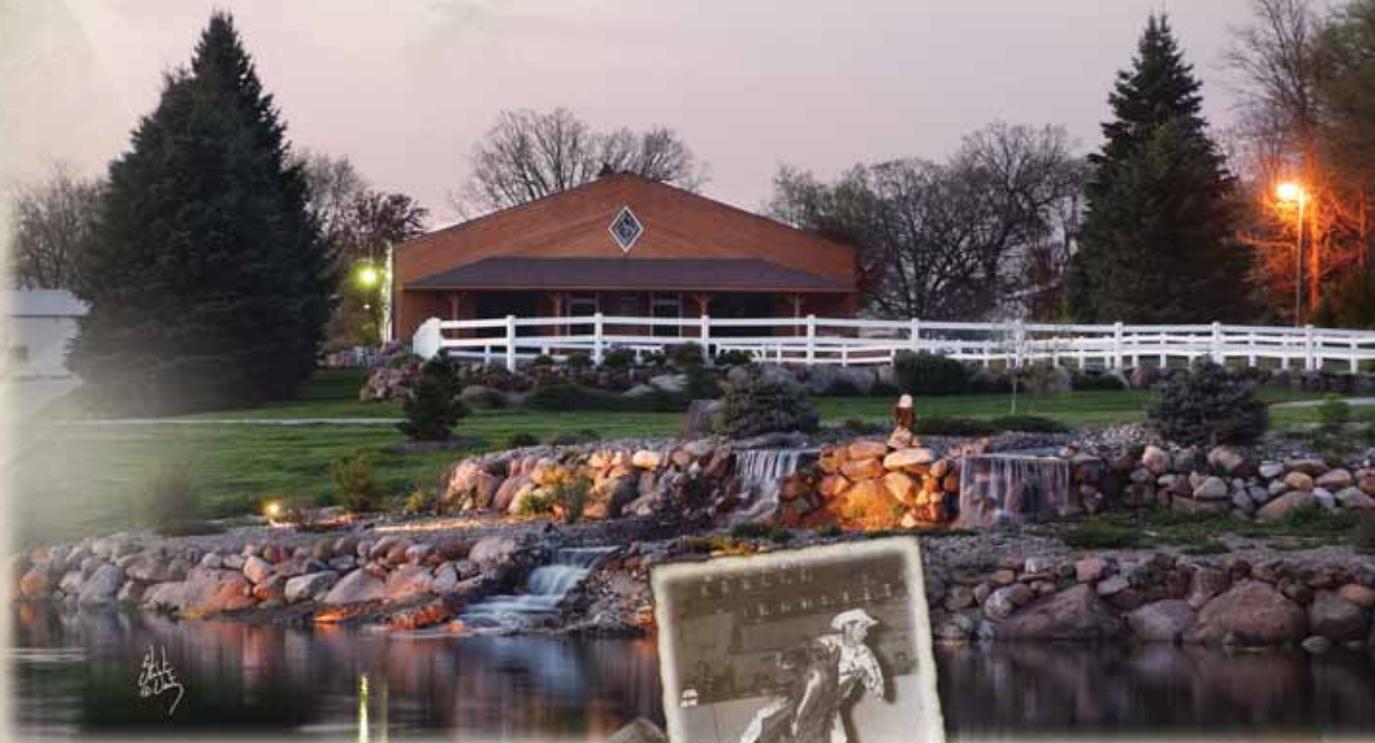
Ed and Milt Strand had good sense and good luck on their side back in 1958, when they began their Arabian venture. They went shopping at Gainey Arabians in Owatonna, Minn., for the first stallion to head their breeding program. That was Niga, a grandson of the Polish import *Witez II, out of the classically-Crabbet mare, Galena. Niga's pedigree alone would have qualified him for stud duty: He was linebred to Skowronek (five crosses), and offered not only a stunningly beautiful look

that would be valued even today, but also impressive athletic talent. When master breeder Daniel C. Gainey realized what he had sold, he sent three of his finest Ferzon daughters—Ga-Rageyma, Gay-Rose and Galatina—to the Strands to be bred to Niga, who was all the more attractive

because he boasted a shimmery, coal-black coat. The resulting foals, G-Amigo, Gamaar and Garis, all three stallions, would exercise amazing influence in the Arabian industry during the second half of the 20th century. Ed and Milt immediately made an offer on the Ga-Rageyma colt, G-Amigo, and as the 1960s marched off the calendar, Niga and G-Amigo put Strand's Arabians on the map.

"Here was this little farm in the middle of Iowa, owned by a couple of dairy farmers who also happened to be passionate about Arabian horses," muses Jody Strand. "My dad bred about a dozen or so horses a year, and he was able to market them." That was the beginning.

Over the years, Strand's Arabian Stables was home to several high-quality sires, both homebred and those owned by clients. Now, however, the 55-acre facility is focused on developing and showing horses from the local to the national level, and its



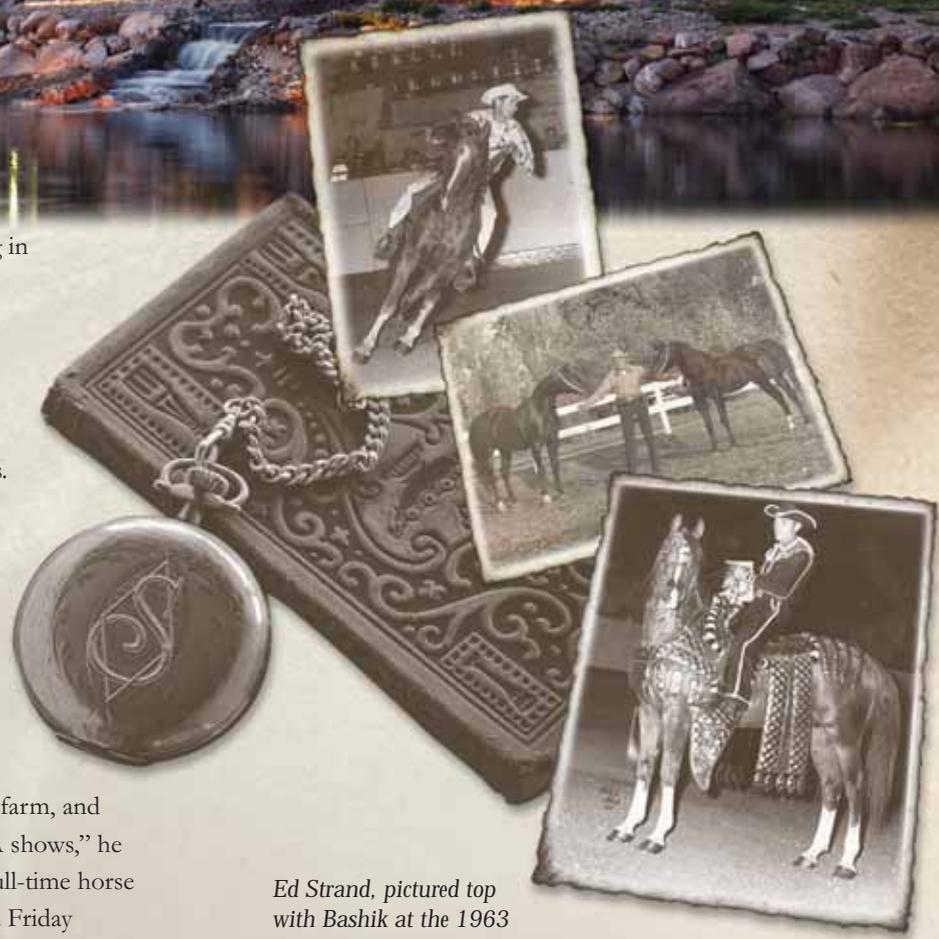
record includes numerous national titles. Training in nearly all traditional disciplines (western, hunter, country pleasure, English and driving) is offered, but over the years, Jody Strand has become so famous for his expertise in the western division that new acquaintances are sometimes surprised to find that the farm offers so many other venues.

THE ROAD TO THE TOP

It would be a mistake to assume that because Ed and Milt Strand knew what they were doing, Jody Strand's equine education took place with top-quality, finished horses. He learned his horsemanship the old-fashioned way, by riding everything he could get his hands on.

"We did barrels and poles, and rode around the farm, and gradually went from grass-roots shows to Class A shows," he recalls. "Back then, there wasn't such a thing as full-time horse trainers; everyone had other jobs. We'd leave on a Friday evening, pull into the show grounds in the middle of the night, and start showing Saturday morning."

He credits those early experiences with building his abilities. "I grew up with such an advantage," he says. "I seemed to be in the ring constantly, showing three or four horses a show. There's just no replacement for the experience of riding that many different types of horses."



Ed Strand, pictured top with Bashik at the 1963 MN State Fair, in the center with Niga and G-Amigo, and bottom on Bashik at the MAHA Horse Show in 1965.



Virginia and Milton, G-Amigo, and Ed and Vivian at the original family farm in Minnesota.



A young Jody Strand with an orphaned foal.

The youngest of five children, Jody was not out of elementary school when he realized that he wanted to train horses. By the time he was 15, Ed Strand felt comfortable telling clients that his son would be the one training and showing their horses. He did, however, keep a careful eye on the progress of both his son as a horseman and the horses as show ring contenders.

“My dad didn’t say much,” Jody recalls. “But he did teach me one of the most important lessons I’ve ever learned with horses, and that is to have patience. I remember him saying, ‘now, are you teaching that horse anything, or are you just exercising your temper?’ That used to make me mad, because half the time I *was* exercising my temper. I was getting frustrated and not being patient enough.”

Although he started showing family and client horses before he could legally drive a horse trailer, it was a few years before Jody was able to capture a big title. “I went to the national shows for a long time before I realized they actually gave away prizes there,” he smiles. “But I just kept knocking on that door. I never apprenticed with anyone specifically, but I watched a lot of the top western pleasure trainers in the business, and learned something from all of them. I still learn from them today.”

In 1979, his persistence at the national level paid off when he rode Hal Gibby (*Hal Gazal x G-Amaka, by G-Amigo) to a top ten at the U.S. Nationals. The following year, the pair added a reserve championship in western pleasure at the Canadian Nationals.

Once the ribbons started, they didn't stop. Even so, it still wasn't all about great horses. Josh Quintus of Colonial Wood Training Center in Pilot Point, Texas, has known Strand for most of their lives; he believes his friend's success is due in large part to an ability to make mediocre horses look like winners. "The mark of a good horseman," Quintus says, "is that he can take an average horse and make it better."

Jody concurs. "If you can't take something that is a little less and make it a little more, you just aren't that good," he says. That ability boosted his reputation as a trainer. "If you're in a class and you are riding what might be an average horse, but it is doing its job really well, people are going to notice and wonder what you can do with their great horse."

By definition, however, those great horses are far and few between, and Strand has never been barn-blind. "I can count on one hand the number of really great horses I've had," he says. "MD Heir to Fame was one of them. He was great from the very first time I got on him. The way he hung in a bridle was amazing. My mom could have trained that horse." Jody won multiple national championships with MD Heir to Fame, and coached the stallion's amateur owner to several titles as well before the horse passed away last year.

Distinguishing between the great ones who are naturally cut out for their jobs and those who are not is another talent Jody has developed over the years. "I would say one of the differences between me as a trainer now, at 45, and me as a trainer at 25 is



Vivian and Ed Strand with Winmills G-Ameron.



that I realize I can't make every horse a champion," he observes. "I'm a lot more realistic about evaluating a horse's potential and making a judgment about its ability."

Another associate, Rick Gault, of Rick Gault Training, in High Point, N.C., calls Jody "brutally honest." "He is as honest as the day is long," Gault says, and then adds, "Sometimes people don't like to hear it."

Fellow trainer Liz Bentley, of Oronogo, Mo., considers Jody one of the top horsemen in the business overall. "I guess if I were to sum up Jody, his place, and his business in a word, it would be 'quality.' Long before I moved to the Midwest and got to know the trainers out here, I always liked his finished product in the show ring. He turns out a balanced, free-moving and steady horse. His presentation is excellent. He sits a horse so well."

Other peers are equally aware of Jody Strand's talent. In 2005, the Arabian Professional and Amateur Horseman's Association selected him Male Western Pleasure Trainer of the Year. In the

Top: Nine-time National Champion, MD Heir to Fame.
Below: 2006 Canadian National Champion Victoriousa
and Reserve Champion Azavache.



Arabian Horse World's "Totally Tops" awards, which is based on points accumulated by winning national titles, he has been on every list but one since the program's inception in 1996. "I'm proud of that accomplishment," he says. "It shows consistency in the ability to turn out good horses year after year." "Jody loves horses, and he has a natural ability in working with them," says Gault. "He's just very gifted. Add in how much he cares about the horses, and it's not surprising that he's so successful."

TIME TO WORK, TIME TO PLAY

In addition to teaching Jody to be patient, Ed Strand taught his son something else—how to work hard. "In this business, if you don't know how to put your nose to the grindstone and go from one show to the next, you aren't going to last," Jody says. Not only do the weeks of travel take their toll, but so does the everyday business of running a farm. Add to that working horses and coaching clients, and there's not much time left for anything else."

These days, with Strand well-known in the show ring, young aspirants routinely ask him for advice on beginning a career. His first words have nothing to do with horses or talent or experience. "I ask them if they are really sure they want to do it," he says. "If they only *think* they want to do it, I tell them not to. You have to eat and sleep this job, so I tell them, 'if there is any doubt in your mind, don't do it.'"

Joe Reser, who owns Setting Sun Training Center, in Wakarusa, Ind., credits Jody with teaching him what a real work ethic is. Reser, who worked as Jody's assistant trainer from 1996 until 1998, says, "I thought I knew what hard work was until I went there. The amount of work that went into making so many national contenders every year ..." He can find no words to describe the magnitude of commitment Strand has exhibited.

Just as important, Jody Strand adds, is the fun. "I like to win and I really like for my amateur riders to win," he says. "But this is supposed to be for fun, and there has to be a balance between fun and work or the amateurs that are the backbone



of this industry are all going to go buy boats.” With that in mind, he is full of one-liners, stories and jokes, and has even been known to engage in the occasional water balloon fight.

“We take our lessons seriously, the condition of our horses seriously, and riding the best we can seriously,” he explains, “but I encourage people to enjoy the entire experience of the show environment. Not everybody can take home the big prize. If that is the only reason you are doing this, you are putting all your time and energy on 20 minutes and you might go home disappointed. Being at a big show has to be about a whole lot more than those few minutes in the arena.”

Gault has taken notice of the light-hearted spirit around Jody’s barn. “The thing that attracts people to Jody is that his barn has fun. He has clients who enjoy what they are doing. He makes shows fun. If people are enjoying themselves, they’ll stay where they are. I always look forward to going to the big shows because I’ll have a chance to see him.”

A TIMELESS VISION

One mark of a truly great operation is its integrity and its commitment to its mission. Josh Quintus cites the Strands’ history in the Arabian community. “My mom had horses in training there, and we bred to their stallions over the years,” he says. “These are not fly-by-night people. Their hard work paid off, and continues to pay off today. There are some people who come into this industry with a lot of money, make a big splash, and then are gone when it doesn’t work out quite the way they thought it would. The Strands have been successful through the decades because they’ve remained committed and continued to push forward without following every trend out there.”

Another Midwestern name that has enjoyed a long association with the Strands is the Boggs family of Minnesota. “Jody and I basically grew up together,” David Boggs says. “We were about the same age, and our parents’ lives were parallel in many respects. The families were two of the original



JENNIFER SCHMITT

Jennifer Schmitt has been a part of the Strand’s Arabian Stables team for nearly six years. A native of Oran, Iowa, the Kirkwood Community College graduate in Horse Science Technology, grew up trail riding Quarter Horses. “My grandparents raised Arabians, so I was a little familiar with the breed, but my aunt had a couple of Quarter Horses that she let me ride. I remember, as a kid, being so excited to hear that we were going to my aunt’s house because that meant there was a chance I was going to get to ride. From there, her determination to become a trainer unwavered.

Schmitt worked for a Quarter Horse trainer part time during college and then got an internship with Strand’s as a groom. After her internship was complete, she stayed on as a groom and helped break out the youngsters in the winter, then moved up to assistant trainer. At her first regional show in 2005, she rode Moondoggie to a Reserve Championship in H/A Western Pleasure Open. That was followed up by a Canadian National Championship in the H/A Western Side Saddle division on Wind Saber. Her final show of 2005, Schmitt’s first U.S. Nationals, would also be memorable—she took home Top Ten in Hunter Pleasure Futurity as well as Top Ten in Side Saddle.

Some other memorable moments include a 2006 Region XI Reserve Championship in H/A Western Pleasure Jr. Horse, a 2006 Reserve Championship at Canadian Nationals in Side Saddle, and Top Ten in Western Pleasure Jr. Horse at her first Scottsdale show this past year. “Having Jen win those titles at what were her first regional and national shows is phenomenal,” says Jody. “She really has an amazing natural talent and works very hard,” he adds. “I’ve partnered with many assistants and Jen is one of the most talented and dedicated I’ve ever come across.”

“I think one of the horses that has been most influential in my career thus far has been a mare named Tamar Western Flirt. She has really taught me how to show a horse—get to the middle and be seen.” She is the first western horse that Schmitt has trained both the horse and amateur herself. The mare has racked up numerous regional and national titles in amateur and open.

Jen is quick to point to Jody as being a great teacher. “I’ve picked up a few tips here and there, but I give all the credit to Jody for what I know. I think one of the best ways to learn is to ride as many horses as possible because every horse can teach you something. If I have problems, I know I can always go to Jody and he will help. He’s great to work for—laid back and always having some joke or funny comment on the tip of his tongue, keeping things entertaining. He is also someone who believes in working as hard as his help. I have a lot of respect for Jody, not only for his talent, but for how hard he works as well.”

“I want to thank Jody and Janice for everything they have done for me. I also want to give thanks to our clients who have believed in me enough to allow me to show their horses. I’m very grateful and can’t thank you enough.”

The team is a formidable one, given both of them seem to exude natural ability and the energy to work harder in a 24-hour time period than many do in a week. Schmitt says, “I have a great love for horses. Not many people in life get to have a career that they truly enjoy. I think I’m one of those blessed people.”



Left to right:
Farriers Ed Konicek,
Brian Wolfigram and
Dr. Charles Abraham,
DVM.



Pictured left to right: Jody, Aminah, Megan, Shea and Janice Strand at their farm in Toddville, Iowa.

Arabian breeders in Minnesota and Iowa. Even our breeding programs were closely related—the Strands’ herd sire was G-Amigo and ours was Garis. I believe Jody has become one of the top performance trainers in the U.S., and it is a result not only of his talent, but also of his hard work and dedication to the breed, industry, and his amateur riders.”

Today, Jody is continuing the Strand tradition of not succumbing to trends, but breeding to meet his own standards. “These horses have to be strong and resilient,” he says. “The bloodlines I’m breeding are not necessarily the same ones as yesteryear, but the concepts are still the same—breed for beautiful, athletic, physically strong and mentally able horses. My goal is to breed the kind of horses I want to ride. That isn’t any different from what my dad and uncle were doing in their day.”

Just as Ed and Milt Strand passed the torch to Jody by sharing their knowledge about and passion for the Arabian horse, Jody is passing it on to others. Many of today’s trainers have worked with him as assistants, including Joe Reser, Setting Sun Training Center; J.T. Keller, Emerald Ridge Arabians; and nephew Ryan Strand, Liberty Meadows Training Center.

“I learned a lot from him,” says Reser. “He put me on some really good horses. I learned how to train horses to be ridden without a bridle, and what was probably the most important, he

helped me learn how to be seen and be competitive. He used to tell me, ‘don’t go in the ring thinking “there’s Bob and Gordon and Stan.” Go in there and ride, be competitive.’”

Reser still calls Jody from time to time about challenges he might face, and marvels at his friend’s wisdom. “The day I walked out of his barn, he told me a lot of things that were going to happen, mistakes I would make and business things that would happen, and he was right about all of them.”

According to Reser, Jody has particular talent in communicating his knowledge and ability to amateur riders. “When you ride with Jody, he doesn’t just tell you what to do and how to do it,” one client agrees. “He helps you learn to feel what the horse is doing, anticipate what he might do, and understand why you do what you do. He also teaches you a lot about presentation and ringmanship. I’ve learned more from him than from a lot of other people combined. Jody really has a gift for teaching.”

In addition to mentoring young trainers and amateur riders, and helping out colleagues, Jody also is beginning to educate his own next generation of Strand horsemen (at this point, women). He and his wife, Janice, have a 4-year-old daughter, Megan, who spends as much time at the barn as possible. “She is doing lead line, but is already loping on a lunge line, and looks like a little natural,” says Jody. Twin daughters Shea and Aminah are only

HERE'S TO 50 MORE ...

2 years old, but both have already been aboard with mom and dad. The couple is expecting again in November.

With a barn of more than 50 horses, three daughters, a busy judging schedule (he holds his Level I card), and show commitments that include multiple Class A events, three regionals, and the Canadian and U.S. Nationals every year, Jody's calendar has few days that aren't filled. To ease the load, he has incredible support from Janice, who walked into his life 11 years ago when she arrived at the barn for riding lessons. A registered nurse whose career has spanned over 19 years, Janice handles the accounting, marketing, and, along with Jody, the managerial aspects of the business, in addition to caring for their three girls. Jody is not unaware of her value to Strand's Arabian Stables: She makes it possible for him to be a horseman, and he wouldn't trade it for any other way of life.

"I was born into a tradition that is my passion," he reflects. "Training horses is what drew me to this business, and my favorite part of the day is getting to ride. I take pride in my farm for what it has become, and the potential it still holds for the future." He smiles. "I look forward to the days of passing on this tradition to my children. We've been lucky to enjoy 50 years in the horse business, and I'd love to see 50 more."



Pictured top: Friends and clients are always made to feel at home in the farm's lounge and game room.

Left: Jody Strand, 2005 APAHA Western Pleasure Trainer of the Year.

50 YEARS FROM THE HEARTLAND!



2008 Region 8 & 11 Champion

PALIO DI ENZO



Strands
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**WESTERN PLEASURE
JUNIOR HORSE
WITH JODY STRAND**

StrandsArabians.com



ENZO X LV MARKELLE



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Renee & Mike Kramer
Elk Mound, WI
www.RedTailArabians.com



50 YEARS FROM THE HEARTLAND!



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WESTERN PLEASURE OPEN WITH JODY STRAND

2007 Canadian National Champion AAOTR & AATR
2007 Region 8 & 11 Champion AAOTR
2006 U.S. & Canadian National Top Ten Open
2006 Region 10 Champion Open

AHA Sweepstakes Nominated Sire • SCID clear

Terry & Deb Strub
Lamotte, IA

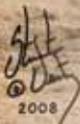
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SUNDANCE KID V X MANE STREET



2008

**WESTERN PLEASURE
AAOTR 55 & OVER & MATURITY WITH JOE FRIZZELL
JUNIOR HORSE WITH JEN SCHMITT**

2008 Scottsdale Champion AATR & Top Ten, Jr. Horse
2008 Region 11 Champion AAOTR & Reserve Champion, AATR
2007 U.S. National Top Ten Futurity

Joe & Debbie Frizzell
Ames, IA



50 YEARS FROM THE HEARTLAND!



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MAGNUM PSYCHE X FA JADA



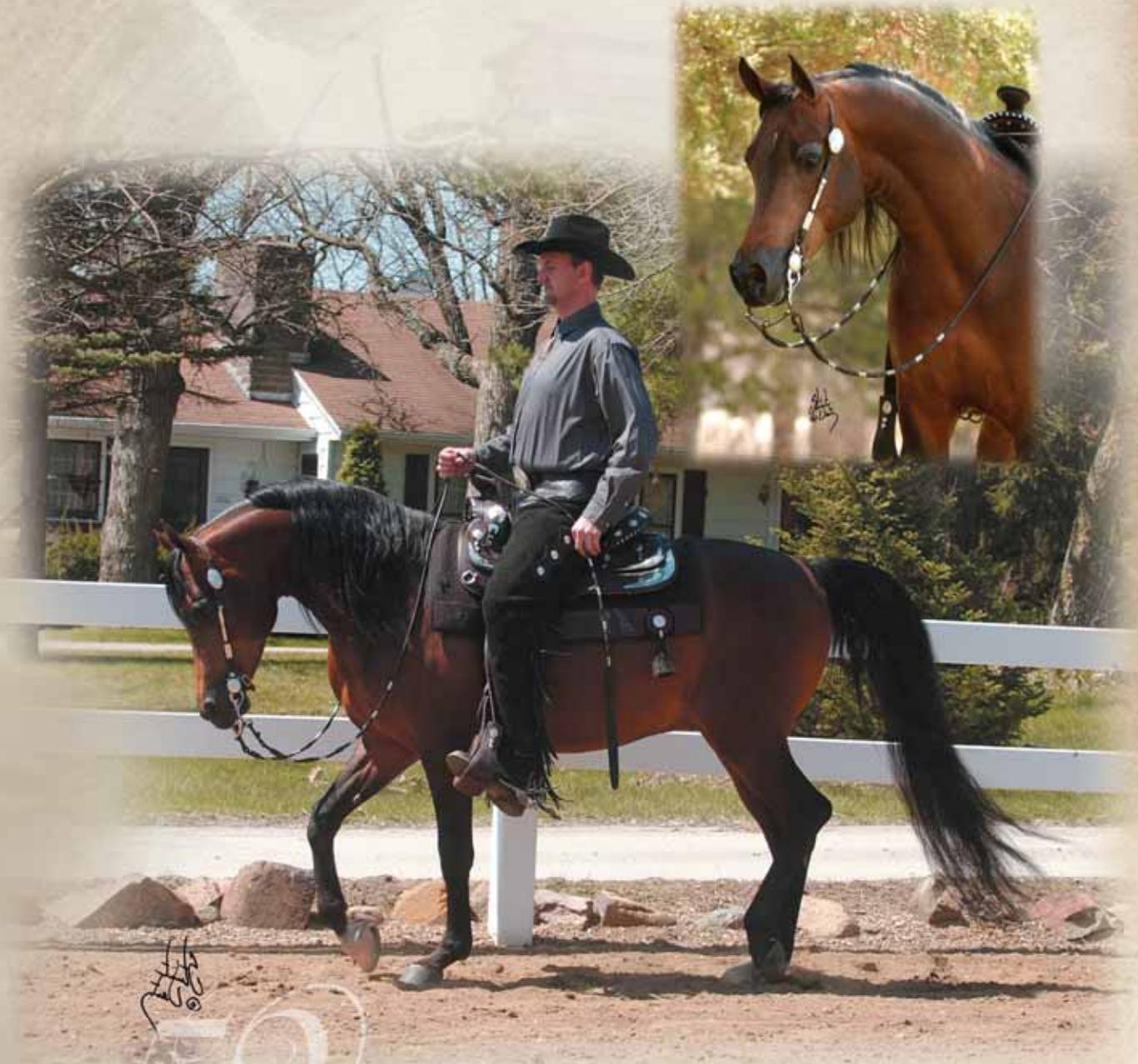
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AAOTR 18-39 & WESTERN MATURITY WITH JILL MOHR**

2008 Region 10 Champion AAOTR
2008 Region 10 Reserve Champion Jr. Horse

Jill Mohr
Ottumwa, IA





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AAOTR 40 & OVER WITH BARB BISCHOFF**

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2007 U.S. & Canadian National Top Ten Jr. Horse
2007 Region 10 Champion Jr. Horse

Barb & Katie Bischoff
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Jody Strand
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2007 Region 8 Reserve Champion Jr. Horse

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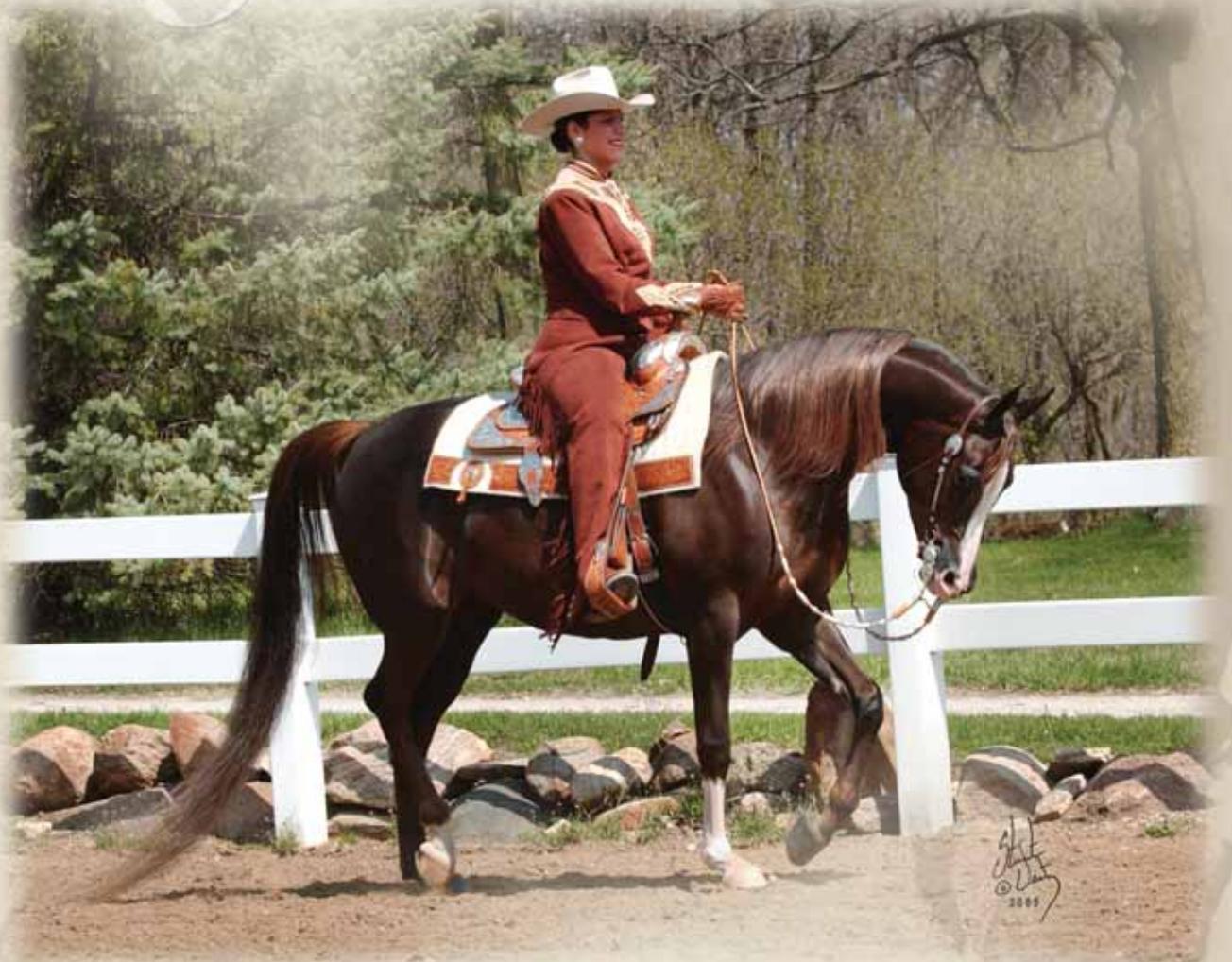


50 YEARS FROM THE HEARTLAND!



ALMOST PAARFECT

PAARDEN X RODA MACK ISLAM



**WESTERN PLEASURE
OPEN WITH JODY STRAND
AAOTR 18-39 WITH ANN ELLIS
SIDE SADDLE WITH JEN SCHMITT**

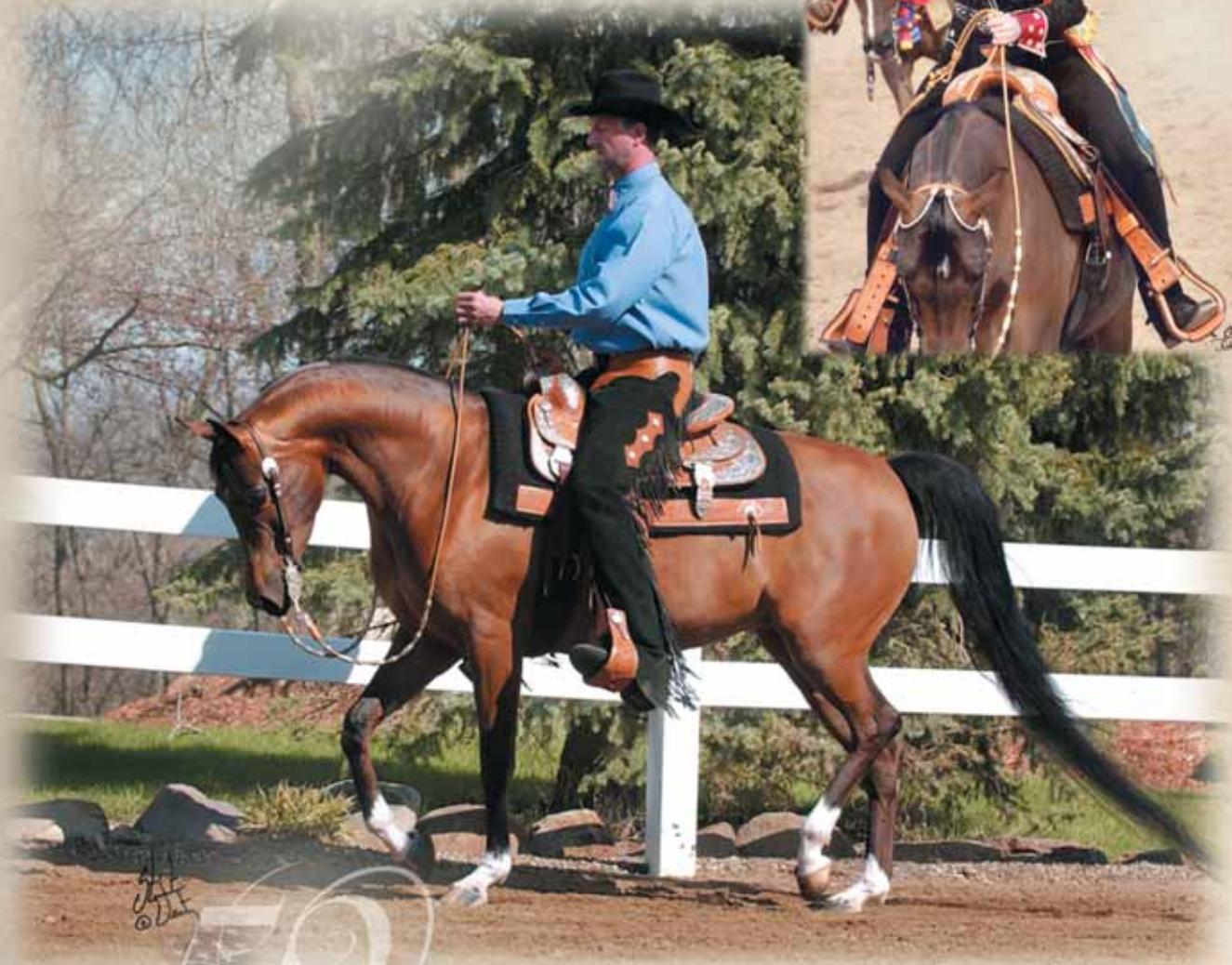
Canadian National & Scottsdale Top Ten Open
2008 Region 8 Champion Side Saddle

Larry & Shirley Ellis
Lytton, IA

StrandsArabians.com



**H/A WESTERN PLEASURE
OPEN WITH JODY STRAND
AAOTR 40 & OVER WITH ANNETTE HOEFER**



VICTORIOSA

C A HERMOSO X DATE WITH AN ANGEL

2008 Scottsdale Reserve Champion Open & AAOTR
2008 Region 11 Unanimous Champion AAOTR & AATR
2008 Region 11 Reserve Champion Open
2006 Canadian National Champion Jr. Horse & AAOTR

Annette Hoefer
Marion, IA



50 YEARS FROM THE HEARTLAND!



SAS HIGH EXXPECTATION

EXXPECTATION X SATIN GIGI



WESTERN PLEASURE FUTURITY WITH JODY STRAND

Ken & Cheryl Swanson
River Falls, WI



StrandsArabians.com

2008 Region 10
Reserve Champion AATR
Multi-National Top Ten



NEPOSZAR X SC FLIRTATION

TAMAR WESTERN FLIRT

WESTERN PLEASURE
AAOTR 55 & OVER WITH KATHY JORDAN
OPEN WITH JEN SCHMITT

Kathy Jordan
Cedar Falls, IA



NEPOSZAR X PRINCESS DYNAMITE

TAMARDIAMONDSFOREVER

H/A WESTERN PLEASURE FUTURITY WITH JODY STRAND



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FUTURISM

PADRONS PSYCHE X HAFATI FUTURISTA



**HUNTER PLEASURE JR. HORSE WITH JEN SCHMITT
HUNTER MATURITY WITH JILL MOHR**

2008 Region 10 Top Five Jr. Horse

JoEllen Erickson & Jill Mohr
Durant, IA

NEPOSZAR X LW GRADYNA



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2008

TAMAR ADANTE

**WESTERN PLEASURE
AAOTR 35-54 WITH CINDY SMITH**

Multi-Regional Top Five

Cindy Smith
Hanna City, IL



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H/A WESTERN PLEASURE AAOTR 18-39 WITH BARB CONNOLLY

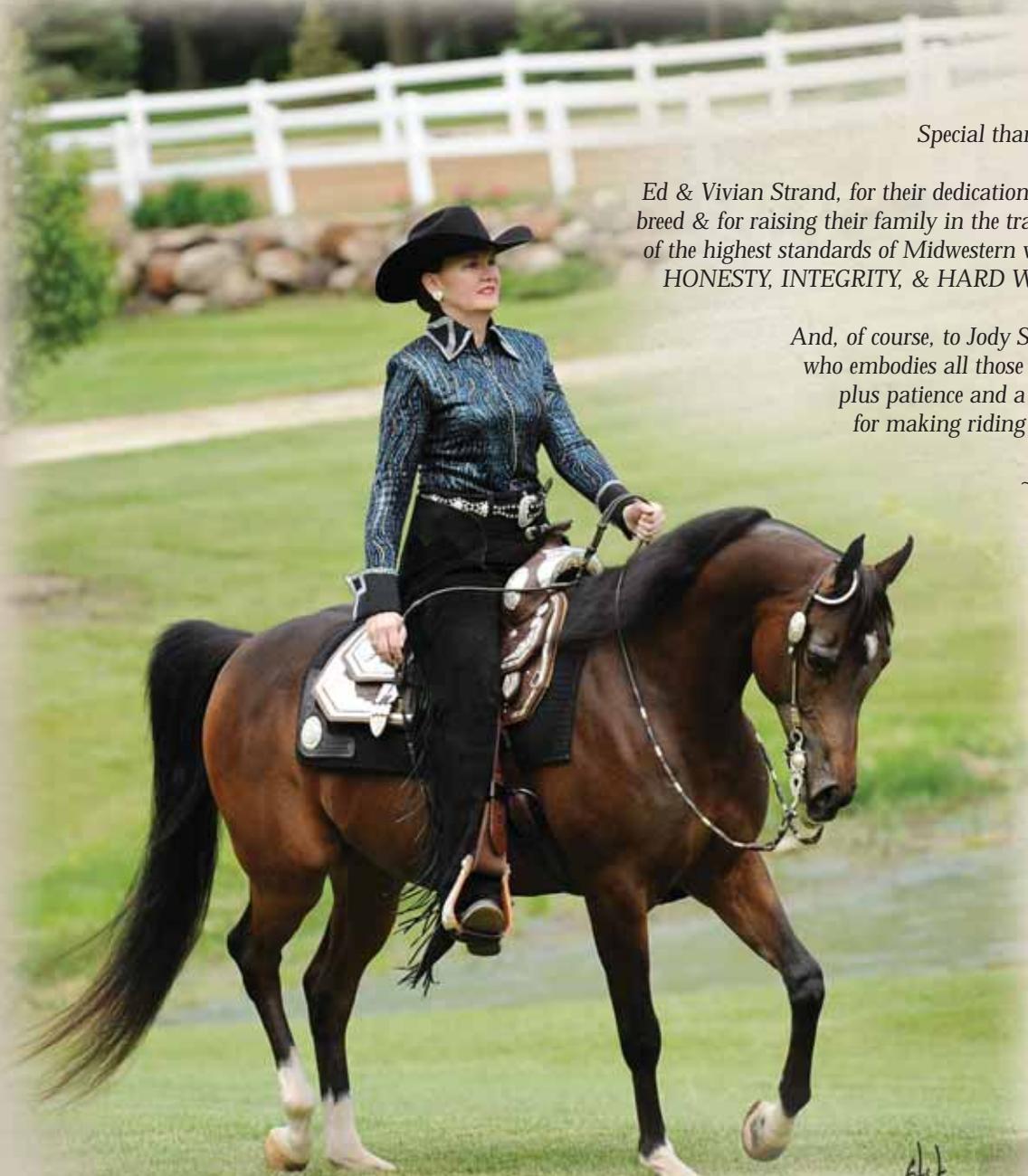
2008 Region 8 Reserve Champion AAOTR
2007 Region 8 Reserve Champion Select Rider

Barb Connolly
Mt. Vernon, IA

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Special thanks to:

Ed & Vivian Strand, for their dedication to the breed & for raising their family in the tradition of the highest standards of Midwestern values: HONESTY, INTEGRITY, & HARD WORK.

And, of course, to Jody Strand, who embodies all those values plus patience and a knack for making riding FUN.

~ Sheri

RAVES KHASANOVA

**WESTERN PLEASURE AAOTR 36-54 WITH SHERI GILLHAM
SIDE SADDLE WITH JEN SCHMITT**

2008 Scottsdale Top Ten Limit Rider & Side Saddle

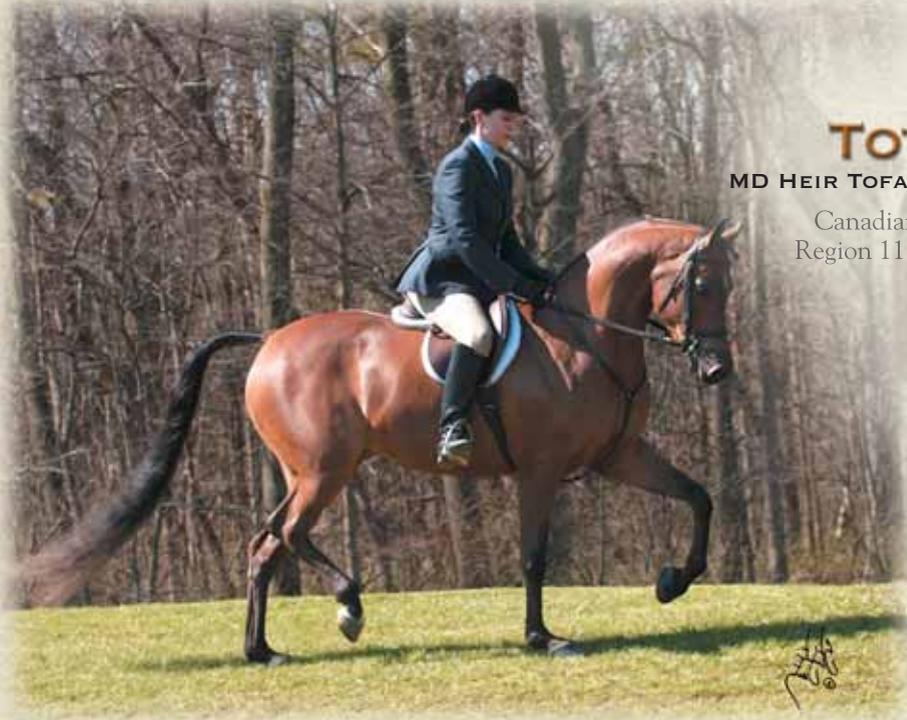
Sheri Gillham
Gretna, NE



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Region 11 Reserve Champion Jr. Horse

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Ames, IA

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WITH JESSICA HARTMAN

Jessica Hartman
Thomson, IL



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2004 U.S. National Top Ten Futurity Colt

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50 YEARS FROM THE HEARTLAND!



H/A WESTERN PLEASURE JR. HORSE



PKH SUMMERTIME

I'M SPOTTS ILLUSTRATED X PKH KHARESSA

2004 mare

PKH
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VALOR SAS

PSYMATRE X KAIYNDA FABULOUS, BY FAME VF

2004 gelding



PKH
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WESTERN PLEASURE JR. HORSE

Janice & Jody Strand
Toddville, IA



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Direct inquiries please contact:
Susan Burchard-Murray 608.849.4117

50 YEARS FROM THE HEARTLAND!



THANK YOU



FROM OUR
FAMILY TO YOURS!

Few people are so fortunate to live a life and have an occupation which captures their heart and drives them passionately on a day-to-day basis.

Three generations of Strands have experienced this feeling, which has now spanned over five decades.

On behalf of the generations of Strands who have been fortunate enough to work in this industry and be touched by the spirit of the Arabian horse, a sincere heartfelt "thank you" to all our clients, both present and past, who have entrusted their horses to us and made this business possible, to our friends who share our wonderful memories, and our talented colleagues who add to the experience every step of the way. You all have a place in our hearts.

Warmly,
Jody Strand and the Strand Family.

