



# 2007 Series Complete

Wow, another year has come and gone!!! It seems like just yesterday we were waiting for the snow to melt so we could start our jackpots and now the leaves are falling and winter is once again on its way.

September 30, 2007 the Copper Penny Barrel Racing Series ended with a bang. The arena was in perfect condition for the final day's battle. Horse and rider were at their peak after a full summer of competition. There was loads of action as everyone was trying to cinch a placing and take home some of the fantastic awards.

Competitors, spectators, volunteers, sponsors, organizers and their families gathered together to enjoy the year end social giving everyone a chance to eat, relax, visit and discuss the various highlights of the series before wrapping

things up with the long awaited awards presentation.

The group of winners pictured below are proof positive events such as ours are a worth while endeavor even if they are an immense amount of work.

Everyone involved voiced their satisfaction of the

local event and their anticipation of attending future series.

Organizers are hopeful 2008 will bring more competitors, spectators and the all important and never forgotten "Sponsors"!! They are beyond a doubt the most important factor in planning and holding an event such as ours.



## Thanks to our Generous Sponsors!!!!

This years sponsors deserve a monumental round of applause. Without them we could never host a series of this caliber.

Major sponsors **Canadian Natural Resources Ltd, Plains Marketing Canada Ltd, Aardvark Welding Ltd** and **Lorrill Waschuk** of

**Waschuk Pipeline Contracting** were back again for a second year. As well we had newcomers **Enerplus Resources Fund and Cancen Oil Processors Inc** join them in our major sponsor category.

**UFA** returned this year, with the **ABRA District**

**5A, Lammle's Western Wear and Epona Consulting Inc** joining them in our list of proud sponsors.

The generosity of these outstanding sponsors to our community event is unmatched.

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### Special points of interest:

- *How do you use your sponsorship to the maximum benefit?*
- *Everyone wins!!!*
- *Variety of Sponsorship and their return.*
- *Thanks to our volunteers.*
- *Events like this entertain a community in a variety of ways*
- *Photo Collage of the final day.*

## CNRL 1D Sponsor - Local Representative in Attendance

Canadian Natural Resources Ltd is not only one of our major sponsors. Our arena is located in the heart of their Joarcam field and the local CNRL representative volunteer is on hand to present the awards.

Teresa Pederson of New Sarepta and her 8 year old 16.2 hand gelding Docz Highrollerz "Vegas" were our Open 1D High Point winners. They came back from last year to claim the title again in Vegas's second year running and also set the fast time of the series a 17.908. Howard presented her with a gorgeous Custom Buckle and an embroidered Rambo Horse Sheet for their efforts.

Maria Butterfield hailing from Ponoka, Ab a long time barrel racer jockeyed her very competitive first year horse 7 year old Gotchas Lil Smarty "Pepsi" to the 1D 3rd place win. Howard presented her with a beautiful em-

broidered Rambo Velour Cooler. Con-



grats to the 1D Winners!



## Alberta Barrel Racing Association District 5A

We had decided to add 2 new award categories promoting interest in the exciting sport of barrel racing so it was only fitting the ABRA District 5A have a part in it. Both new categories allow everyone the opportunity at an award regardless of their experience.

Shelley Kormilo (right) the District 5A Director was on hand to present the awards.

Teresa Pederson and "Vegas" were awarded an embroidered Rambo Velour Cooler for the Most Consistent Times.

They won this with only a .464 of a second difference in all their times of the series.



Tara Laing a 9 year veteran from Bruce, Ab and her 12 year old gelding "Drifter" were the lucky recipients of the Most Im-

proved Times Award and also went home with an embroidered Rambo Velour Cooler.

They won this award by improving their time by 6.218 seconds. Way to go Tara and Drifter!



## Organizers Utilize Sponsors

The planning and orchestrating of a series of this caliber entails a lot of sponsorship and juggling. We want to ensure sponsors receive exposure so we go to great lengths to pick awards that can be engraved, embroidered and so on but also items that will be used, worn and basically "shown off". Our Gift certificate sponsors fall into a different type of advertisement.

This year UFA was a gift certificate

sponsor so we tried to give them a variety of exposure. We had a UFA day where all qualified competitors received UFA Product. Again on the final day all competitors that attended the required number of jackpots received horse treats and mineral blocks from the UFA. This is a way for the horses to enjoy the spoils of their efforts and gave everyone that little extra something to take home.

Lammle's Western Wear and Tack was a new sponsor this year. Their gift certificate also gave us a way to reward more people with smaller items.

These sponsors do not end up receiving thank you letters from competitors but they need not think they are forgotten. Every sponsor has its place in making an event successful. So from all of us, to all of you "THANK YOU"!



## Plains Marketing Canada Ltd. L.P. – 2D Sponsor

Plains Marketing is not only a valued major sponsor they were the very first attained for Copper Penny Barrel Series. Now known as **Plains Midstream Canada** they are a major player in the crude oil and liquefied petroleum industry. We are very fortunate to have such a community minded company in our midst.

Laurie Hansen and her 8 year old QH gelding Docz Rocz On “Rocky” battled it out with some very tough competition to cinch the title as Open 2D High Point Champions. Presenting for Plains Marketing, Teresa Pederson awarded the long time competitor and her spunky 2nd year horse with the beautiful Custom Buckle and embroidered Rambo Horse Sheet.

The 2D 3rd place embroidered Rambo Velour Cooler presented by Teresa went to a Calmar, Ab area resi-

dent. Dianne Miller and her 9 year old QH gelding JTR Crimson Sierra “Jay” a

team in their 2nd year barrel racing proved consistency can be the key to winning.



## Cancen Oil Processors Inc.

Cancen Oil Processors Inc. is a new company located 1 mile from the Pederson arena. When approached for sponsorship of the Copper Penny Barrel Series they did not hesitate to jump on board. Cancen has certainly made their mark with us as their sponsorship allowed us to round out our awards to ensure each division was rewarded consistently. Teresa Pederson was honored to present the awards for Cancen.

I am sure Cancen's biggest fans are the team of Tara Laing and Drifter. The Bruce, Ab duo were awarded the 3D Reserve Champion embroidered Rambo Turnout. It goes without saying that Drifter will soon be voted the best dressed horse in Bruce!!

Michele King with only 3 years of barrel racing edged out some very tough competitors to take 4th place in the 2D. Her 9 year old gelding J.P. has 5 years

of experience and in only 5 short months this team made the winners circle. They took home a Rambo Horse Sheet compliments of Cancen and a Halter and Halter Shank sponsored by



UFA. Michele, one of our friendliest competitors commented this is the first winnings of her barrel racing career and we are glad it was at our series.



# Sponsors can turn dreams into reality!!

## Aardvark Welding Ltd.— 3D Sponsor

Aardvark Welding Ltd. owned and operated by Mark and Teresa Pederson are another example of community spirit. The Pederson's are aware of the need for community events and make every attempt to contribute. Sammy Pederson the Aardvark representative is not only the beverage salesman at the jackpots he was also on hand to present the awards as well.

Shelley Kormilo and her 13 year old (TB) gelding Why Y "Walter" of Ponoka, Ab were the 3D High Point Champions. A team for only 3 years this Custom Buckle and embroidered Rambo Horse Sheet were a big win for them. Congrats to the both of them!

3rd place in the 3D was presented to Teresa Pederson and "Marengo" of New Sarepta, AB. Eyes Open "Marengo is a 5 year old race Appendix gelding that Teresa started on barrels this year and

hopes to continue winning on in the

future. Good Luck Teresa and Marengo!



## Epona Consulting Inc. — Youth 1D

The Youth 1D High Point Champion this year was Sarah Miller and her 16 year old mare Princess. The team hailing from Calmar, Ab used Sarah's 5 years experience, tacked on Princess's 7 years and came up winners. Sarah tells us Princess is also a very competitive gymkhana horse and enjoys pole bending the most. The embroidered Rambo Horse Sheet was sponsored by Epona Consulting Inc. the local Horeware

Ireland and Rambo Quarter Horse Blanket dealer. Having a blanket dealer as an organizer allows us to award quality products without "breaking the bank". Laurie Hansen of Epona Consulting presented the award.



## Lorrill Waschuk of Waschuk Pipeline Contracting

Lorrill Waschuk is a sponsor that came to us. Feeling fortunate with her circumstances she elects to give back when she can. A good friend of the organizers, she sponsors whatever we choose and asks for nothing in return. Her generous sponsorship this year allowed us to provide all of the final days competitors, volunteers and organizers with T shirts screened with the 2007 Copper Penny Barrel Series logo.

In addition she was also the sponsor of the embroidered Rambo Horse Sheet presented to the Youth 3D High Point Champion. Sarah Miller of Calmar, Ab and her 6 year old mare Try Bay Berry claimed this title in the mares 3rd year of competition.





# Enerplus Resources Fund – 1D and 2D Reserve Champions

One of our new major sponsors is a common name to our community. Enerplus Resources also known as Enermark Inc. is another prime example of companies with community spirit. Enerplus with its large holdings in the New Sarepta and Hay Lakes area takes every opportunity to “give back” and promote local endeavors. We are proud to have them as a sponsor, and to sport their name on our awards.

Organizer Laurie Hansen was pleased to present the Enerplus Award to the 1D Reserve Champion. Teresa Pederson claimed the embroidered Rambo Turnout for her efforts with her 15 year old gelding Taylor Jiggs “Taylor”. This award was especially dear to Teresa as she recently sold Taylor to a 13 year old girl who will soon make her mark in the barrel racing world with the help of the 11 year barrel racing veteran. Good Luck to Taylor and his new jockey Morgan Sparrow.

Anne Flynn of Camrose, Ab and her 15 year old QH gelding Duke were the

2D Reserve Champions. Anne used her 30 years and Duke’s 9 years of barrel racing experience to claim the title. Teresa Pederson presented the embroi-

dered Rambo Turnout to the popular competitor. We hope to see Anne and Duke competing again next year.



## UFA & Lammles

UFA and Lammles sponsorship enabled us to award prizes beyond the usual placings.

5th place in the 2D went to Stacey Campbell of Camrose, Ab and her 8 year old QH mare Kit. Stacey graciously accepted her bucket

of prizes and I am sure we will see her and Kit next year.

Maria Butterfield and her 5 year old mare Dyna were pleased with their 6th place spoils. The duo from Ponoka did well in Dyna’s first year of competition.



## Not Without our Volunteers

To host a series of jackpots takes a certain amount of dedication from the organizers and volunteers. The Copper Penny Barrel Racers are fortunate to have 2 such volunteers in very close proximity. Howard Knull the CNRL representative is a battery operator in the Joarcam Field. He and his wife Cheryl never miss a jackpot and we have come to count on them in the positions they seem to have “inherited as their own. Their 2 year old grand daughter Hailey is an avid spectator and future competitor (grandpa, she needs a horse). See you all next year!

Howard and Cheryl Knull accepting a token of our appreciation for their dedication to the series.







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***You are never too young or too old  
to horse around!***



## Do we host another series in 2008?

This is the question organizers are asking themselves.

Countless days go into planning and preparations. There is the enormous task of attaining sponsorship, enough that you can improve a little each year making it a series everyone will want to attend. Scheduling the dates with the ABRA so they are approved jackpots. Hours upon hours are spent on arena preparations to ensure the best ground conditions possible.

The day of the jackpot is here and we must have a secretary, time keeper, announcer, someone to set barrels, man the gate for competitors and operate the ground equipment. This is when friends become volunteers, "Howard and Cheryl!" have become a fixture in this lineup. We also have "Pierre" a trucker friend who is all over North America and manages to swing by to help with the jackpots. As organizers we also have the task of riding our horses and along with our lineup of duties that take place during the jackpots.

All this time we are keeping track of everyone's times. Planning our menu for the social and who will do the cooking and baking. Selecting, ordering, commissioning and preparing the awards, T shirts, etc.

The final day is here and aside from all the usual chores we will calculate the awards as volunteers handle the food preparations. Enlist someone to handle the photography as there is still the daunting task of a newsletter to prepare. Yes, a newsletter so everyone involved can circulate it to read, review, get some press, be impressed and basically give our series and sponsors as much coverage as possible.

Lets review some of the Competitor's Questionnaires and see what they had to say:

"Very Good Series, Well Organized."

" I had a great time! Thanks for putting on this series."

"Very good series. I love getting together with the girls and competing."

"Great arena and well organized jackpots. Lots of fun and great prizes."

"This is a great series and I appreciate all the hard work the Pederson's put into it! Hope to do it again next year!"

"I'll be coming more next year."

"Thank you for putting this series on, I enjoy it and thank you for the prizes, I had a lot of fun."

"Mark your calendars...this is a must attend series. Top notch prizes and facility!"

"These jackpots were fun to come to! The girls and volunteers were very organized and the facility was awesome. I will definitely be back. Thank you very much."

Our competitors have spoken with a resounding "Yes"! At this point we will be hosting jackpots so it all boils down to sponsorship. If our sponsors are on board, it is a go. So anyone out there looking for something to do, to watch or something to compete at we will have the venue and hopefully the rewards!