

# 2007 Southwest Reining Horse Association On-Line Stallion Auction

## *A Huge Success!*

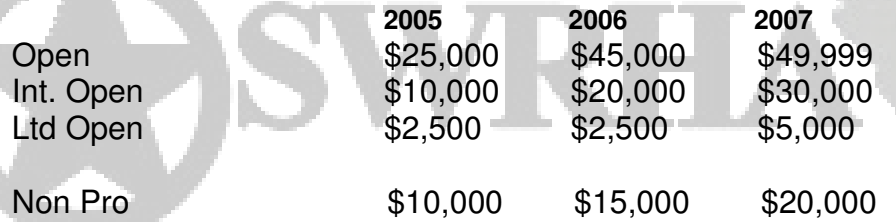
For the second year in a row, the Southwest Reining Horse Association hit a home run with its On-line Stallion Auction. The auction debuted last year and its proceeds boosted the added money at the SWRHA Futurity by an impressive \$35,000.

In 2007, the picture is even brighter. Proceeds from the auction concluded on February 1, will pump \$60,180 into the Futurity purse!

The Southwest Reining Horse Association Futurity is slated for October 24-28. Tagged "Where the Finest go First", it has long been a preview of the top horses that will be seen a month later at the National Reining Horse Association Futurity in Oklahoma City. The 2006 event was the highest-paying ever, but the 2007 Futurity will soar to a new level.

Jack Covington, SWRHA Board member and driving force behind the creation of the auction, explains, "The proceeds from the auction have, once again, elevated the added money for our event and we're very grateful to the stallion owners who donated the breedings and to the buyers who supported the auction by bidding."

According to Covington, because of the proceeds of the auction, the total added-money for the 2007 SWRHA Futurity will increase to \$112,999. Below, the comparison of the added-money by division, shows the tremendous increase in just the past two years to total added money of \$112,999!.



	2005	2006	2007
Open	\$25,000	\$45,000	\$49,999
Int. Open	\$10,000	\$20,000	\$30,000
Ltd Open	\$2,500	\$2,500	\$5,000
Non Pro	\$10,000	\$15,000	\$20,000
Int Non Pro	\$4,000	\$4,000	\$6,000
Ltd Non Pro	\$1,000	\$1,000	\$2,000
<b>Total Added Money</b>	<b>\$52,500</b>	<b>\$87,500</b>	<b>\$112,999</b>

Since the operating cost for the auction is kept to a modest 5%, the online auction also generated over \$11,000 for sire awards to be given in 2007. Special Southwest Reining Horse Association Futurity golf carts will be given to the owners of the participating sires of the Open, Intermediate Open, Non Pro and Intermediate Non Pro Champions. In the case that a champion is not sired by a participating stallion, the award moves down to the sire of the first eligible futurity horse.

The officers of the SWRHA feel that the success of the Auction was due to the fact that the funds generated directly increased the added-money of the Futurity. Covington concluded, "We're thrilled that the Stallion owners had the vision to support this program as a way of growing the futurity." He also complimented William Bean, IT Systems Coordinator for Pro Management, Inc., for managing the mechanics of the auction.

For information on the Southwest Reining Horse Association Futurity, call 580-759-2572 or visit [www.swrha.com](http://www.swrha.com).