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**For Immediate Release:**

**New Management for USA Reining**  
***USA Reining Headquarters Relocated***

USA Reining President Rick Weaver has announced that a new management team had been chosen for USA Reining, the national governance organization for the western horse sport of reining within the United States Equestrian Federation structure of equestrian competition.

According to Weaver the governing committee voted to retain Pro Management, Inc. of Byars, Oklahoma to take over the USA Reining reins, effective April 1. He said, "The USA Reining Board is looking forward to advancing the sport of reining with Pro Management."

Cheryl Magoteaux Cody, owner of Pro Management, Inc. is equally excited about the new relationship. She said, "We've been involved in the reining world in one way or another for nearly three decades and have a passion for the industry. In fact we produced the first USEF Reining Championship in Lexington, Kentucky back in 2005. I personally am eager to be a part of taking USA Reining to a new level."

Weaver added, "The professionalism, knowledge, and passion Cheryl and her company bring to the table will allow USA Reining to pursue its vision to promote the sport of reining together with the United States Equestrian Federation."

Pro Management has a rich history of accomplishment in the reining world. It manages the National Reining Breeders Classic, the Tulsa Reining Classic and the Southwest Reining Horse Association and Futurity. Additionally the company has spearheaded projects for the National Reining Horse Association, the American Quarter Horse Association and the United States Equestrian Team and has a current and former client list of top entities in the western performance horse world. Known for its innovative approach and emphasis on customer service, it has long set the reining industry standard in show management as well as media and publicity work.

Weaver concluded, "USA Reining will be hosted in Pro Management's offices in Byars, Oklahoma. The new phone number is 580-759-2400 and new website is [USAREining.us](http://USAREining.us)." He added, "We ask for everyone's patience in this transition phase as we convert to the new management but the website and phone number are operational and the office will be manned 8-4:30pm CST Monday through Friday."

Gary Carpenter, National Reining Horse Association Commissioner, expressed his support for the change and said, "This gives us a great opportunity to improve our preparation headed into the World Equestrian Games in 2018."

Pete Kyle, AQHA Chief Show Officer and chairman of the USEF Reining Committee, said, "USA Reining is fortunate to have Pro Management come on board as it is a very seasoned management group that excels in efficiency, dedication and prompt service. They will be able to enhance the growth of USA Reining."

USA Reining embodies youth, amateur and para riders, as well as open competitors. A key priority is to educate and provide a pipeline for reiners to progress through the various levels on their way to the FEI international level of competition. USA Reining represents its members as the fully compliant USEF-recognized affiliate for reining, advocating fair sport and horse welfare as key values of the organization.

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