



**THE SOURCE**



**EQUINE, LLC**

*“Our unique breeding program is designed to give maximum value to our breeders for their breeding dollar.”*



**T**he 2016 breeding season was a very successful year for both Silver Spurs Equine and our breeders. 2017 promises to be even better! We are eternally grateful to our breeders for the confidence they have in our magnificent stallions and our breeding program. Just goes to show you—offer quality stallions at a reasonable price, provide great customer service, ship quality semen at a rock bottom price of only \$95.00 FedEx, and breeders will come. Not all at once, but eventually and that is okay. Silver Spurs takes a very long term view of the breeding industry and our role in it.

Silver Spurs **GIVES BACK** a **RECORD AMOUNT** to the industry—We are very proud of the fact that Silver Spurs donates most of the profits from our breeding program, prospects, and saddle/tack sales back to the industry. Thanks to your 2016 support of Silver Spurs, in 2017 Silver Spurs Equine and our subsidiary Scottsdale Western World will donate over \$540,000 to the NRHA and affiliates, AQHA, and the NRCHA. When you purchase a breeding, prospect horse or a saddle from Silver Spurs not only are you investing in a great stallion, prospect or saddle, you are also investing in and supporting your industry!

In addition to supporting the NRHA Futurity and Derby as a Corporate Partner, here is a list of some NRHA Events funded exclusively by Silver Spurs Equine specifically for the non pro rider (except for the Open Shootout at the Futurity—one of my favorite events):

NRHA Rookie of the Year, NRHA 7 & Up Non-Pro Derby, NRHA Open Shootout (Yes, we made sure it was back for 2016!) NRHA Green Reiner Program, and the AQHA Shootout Team NRHA. In addition Silver Spurs is the Title Sponsor of the Non Pro Futurity at the Congress.

**SUPPORT SILVER SPURS AND WE WILL SUPPORT YOU!**

**2017 BREEDING PROGRAM**

As we enter our 12th year in the breeding business we are going to make 2017 better than ever. In addition to offering our stallions at tremendous early booking discounts, we have made breeding with Silver Spurs Equine more economical and fun than ever:

We held a Holiday Super Sale that ended on February 15, 2017

where breeders could purchase eight of our finest stallions for only \$995! It was a tremendous success and brought so many breeders back into our industry.

On Black Friday (Midnight, November 25, 2016) we held a special sale where for the first 50 breeders that requested a contract by email all our stallions were marked \$350 off from their early booking fees. It was sold out in 3 minutes!

**OTHER GREAT FEATURES INCLUDE:**

1. The booking fee is now included in our stallion’s breeding fee and there never is a chute fee!
2. The first shipment of semen FedEx weekday delivery or local pickup included in the breeding fee!
3. All subsequent FedEx shipments or local pickups, if any are required, will only be \$95.00 weekday delivery. We can deliver semen right to you or your vet’s door for less money that most stallion stations charge for a local pickup without the driving hassle!
4. The purchase of every breeding to one of “Michelle’s 21” Stallions also come with a **FREE** breeding to any of our Junior Stallions (just pay semen shipping) and the breeder can hold over this free breeding until the following breeding season if necessary. We have 5 incredibly bred stallions that for one reason or another did not have the show careers they were bred and trained to have because of injury or poor management during their show careers. We call these stallions our junior stallions and when you purchase a breeding to one of our big boys that we affectionately call “Michelle’s 21” you get a free breeding to one of our juniors. You can look up our junior stallions on our web site SilverSpursEquine.com. These stallions are becoming increasingly popular with our breeders and we are selling several breedings to each of them in addition to giving them to our main stallion breeders.

**AND THERE ARE MORE BENEFITS WHEN YOU BREED WITH SILVER SPURS:**

Every breeder receives a 5% credit on everything they spend during the current breeding season that can be applied any way the breeder wants when they breed with us next breeding season and



Platinum Vintage



Trashadeous



Boomernic



Solaris



The Red Dasher



Im A Fancy Pyc

the minimum credit is \$100. Every year we have a raffle held on the afternoon of the finals at the NRHA Futurity where 3 lucky breeders will receive an absolutely free breeding to the Silver Spurs stallion of their choice. In the summer we also have a weanling photo contest (one for each of our stallions) where the winner will receive breeding discounts and other prizes. Plus, in 2017 when you buy a breeding to a Silver Spurs stallion you will now get a 10% discount on our famous Silver Spurs Saddles and tack.

These are not “gimmicks,” our great stallions speak for themselves. Our unique breeding program is designed to give maximum value to our breeders for their breeding dollar.

We can do this because we offer 29 stallions (so far), all owned by Silver Spurs (3 in partnership). We have many of the finest stallions across FIVE western disciplines: Reining, Working Cow, Barrel Racing, QH Racing, and Halter Horse. For our reiners, in addition to our quarter horse champions we also have Arabian and Appaloosa reining champions. We have made sure that we have a great stallion that will fit every breeder’s needs and budget. Since we stand our stallions at Silver Spurs we do not depend on a stallion station, therefore we have complete flexibility and control of our breeding program. Also, because we are not campaigning only 1 or 2 stallions we have achieved an economy of scale that has never been achieved before and we pass on these savings to our breeders. That is the Silver Spurs way.

A lot of people have asked me how we can afford to include the first FedEx shipment of our stallion’s semen in our already low breeding fees and have all subsequent FedEx weekday shipments cost only \$95.00. Truth is we lose at least that much on every shipment but we do it anyway and I will tell you why:

In addition to loving all our stallions and providing them with the best care, exercise and nutritional supplements, we have the most modern well equipped lab in the industry. Everything after the collection is completely controlled by computer. So, we put our money where our mouth is and are willing to lose money on every shipment to prove what we claim and more important, to prove that we on your side. We know how expensive it is for you to bring your mare to your repro vet, incur the board, and have him/her perform palpations on your mare and inseminate the semen. To get your mare in foal you only want to go through this process once and we certainly want to ship to you only once to avoid additional losses on shipping. So our interests are aligned.

### NEW STALLIONS FOR 2017

IN 2017 we are thrilled to add 2015 NRHA Derby Champion, the great PLATINUM VINTAGE to our stallion line up. We have already opened up his 2017 early booking breeding at only \$2,500.

TRASHADEOUS — Silver Spurs has acquired the exclusive distribution rights for the frozen semen of the immortal TRASHADEOUS. Here is the deal—purchase a breeding to Trashadeous for \$5,000 and receive a breeding to any of our “Michelle’s 21” stallions for 50% of their standard breeding price plus a FREE breeding to any of our Junior stallions.

BOOMERNIC — As we do from time to time in 2017 we will reopen my precious Boomernic’s breeding book for frozen semen. Same terms as Trashadeous.

These are great opportunities for every serious breeder!

### SILVER SPURS EXPANDS INTO 3 ADDITIONAL DISCIPLINES:

Silver Spurs mission has been and always will be—to be the nation’s premier breeding facility for our beloved American Quarter Horse. In 2017 we are thrilled to offer three of the best in the sports of Halter Horse, Barrel Racing, and Quarter Horse Racing.

SOLARIS — World Champion Halter Horse

THE RED DASHER — World Champion Barrel Racing Horse

IM A FANCY PYC — World Champion Race Horse

You can always depend on Silver Spurs to always be on the cutting edge of breeding. Silver Spurs never rests on its laurels. We are constantly searching for the next great breeding stallion and then campaigning them. Smoking Whiz (the mighty Hamster) was our first. Hamster was followed by SG Frozen Enterprize, the Iceman. Platinum Vintage is the third. Watch for our Ruf Lil Magnum (the Rock) with Jordan Larson riding. Rock, sired by Magnum Chic Dream x Dunit A Lil Ruf (by Lil Ruf Peppy) was a 2015 Futurity finalist. We are sure he will be successful during his derby years after which he will have earned the coveted title—A Silver Spurs Stallion.

I look forward to having you visit Silver Spurs and/or seeing you at the shows. And, remember what I always say—“God must have been in a really good mood the day he created horses.”

*Michael Miola*