



# Bringing You the Best of Reining

Tom McCutcheon's Virtual Horse Help & WorldWide Slide

*At the 2016 National Reining Horse Association Futurity, NRHA Million Dollar Rider Tom McCutcheon and Cheryl Magoteaux Cody got together to discuss the state of the industry and of their individual media entities. McCutcheon's Virtual Horse Help and Cody's WorldWide Slide had both become very visible in the reining world and together they considered possible options to grow them. The brainstorming session took wing and by February 1 the two companies were merged and all operations had been moved to the Oklahoma headquarters of Cody's Pro Management, Inc.*

**V**irtual Horse Help is a video entity that creates and distributes news and instructional videos and WorldWide Slide is an E-News mailed every other week. Both free to the public and showcase the scope of the reining world and focus on reiners from the green as grass level to the most elite.

Cody, tasked with creating a cohesive combined media machine, quickly honed formats and created a blueprint for growth. Her long career as a photographer, writer, editor and publicist in the performance horse world gave her a unique perspective. "I



Stevie White and Amanda Lester

always loved to interview people and share their experiences and learn from them; I was the biggest fan-geek and wanted every horse that walked into the pen to be a winner. I truly believe everyone has a story worth listening to."

She'd stayed true to that mindset at the events that Pro Management produces. Her team has consistently focused on the exhibitors – reporting their journeys and their victories – regardless of whether it was the headline event or a rookie class. So she was convinced that if she adopted the

same focus with Virtual Horse Help and WorldWide Slide, they would begin to grow.

Amanda Lester and Stevie White came on board to take over the filming, interviewing and editing chores. Complimenting their efforts Cody enlisted writers of national stature like Kailey Sullins and Blanche Schaefer to produce the in-depth print interviews and photos that appear on WorldWide Slide and on both FaceBook pages.



WorldWide Slide arrives free via email with all the latest reining news

Then a period of exhaustive training began. “There was a tremendous learning curve across the board,” Cody admitted. “New people have to learn the industry’s unique language and terminology, along with the names and the faces of the reining world, but they were all willing to work very hard.”

By the end of April it was plain that her prediction of steady growth was not accurate. Instead of taking a smooth upward trajectory, the numbers simply exploded. “All of a sudden the Google analytics on our views and reach were off the charts – into the millions – and it has stayed that way whenever we attend a show.” Statistical numbers have continued to soar along with a meteoric rise in video views, Facebook followers, and email subscribers.

In early spring of 2017 Virtual Horse Help and WorldWide Slide came on board as a National Reining Horse Association Corporate Partner. Tom McCutcheon was especially happy with this relationship. He noted, “It feels good to be able to partner with NRHA and do our part in showcasing the entire reining industry both to reiners and to performance horse lovers in general.”

NRHA Commissioner Gary Carpenter agreed and added, “This partnership leverages the media strengths of both organizations and increases the visibility to our sport.”

Partnering with NRHA has been fruitful, garnering even more views of videos posted both on the NRHA website and on Virtual Horse Help. Creating informational videos in conjunction with the NRHA is an ongoing process, as is showcasing its staff, information and events.

Amanda Lester noted, “Virtual Horse Help and WorldWide Slide really speak to the heart of reiners. For example, we just attended the NRHA’s Southeast Affiliate Region Finals in Jacksonville, Florida. That event had been cancelled because of Hurricane Irma. When we got there to that rescheduled event we saw the

**From left to right: Cheryl Cody, Gary Carpenter and Simona Diale**



resilience it took to get through that type of challenge, firsthand.”

She continued, “Hearing the stories about the hurricanes and talking with people who literally lost their homes and businesses brought us to tears. We heard stories of people who dropped everything to go help others. It really drove home the point that the reiners are family and it was good to be able to showcase how the reining community overcame such adversity!”

McCutcheon said, “Across the board I think Virtual Horse Help and WorldWide Slide are very important in filling a niche as far as getting information out very quickly. Not only can it get news out rapidly, it also helps owners, riders and fans get in touch with professionals and keep everyone updated on what ‘s going on.”

The Virtual Horse Help team regularly visits and videos NRHA Professionals, gaining valuable training techniques and advice for reiners to view and use at their own convenience. Stevie White notes, “For us it’s a dream job – to get to interview and film some of the greatest horsemen and women of our time and to learn from them. There is so much knowledge and information that they are able to share.”

Since the merger, WorldWide Slide and Virtual Horse Help have continued to grow! In the first 10 months since the merger, Virtual Horse Help shot and posted more

videos than in the previous three years combined. WorldWide Slide has also increased its email reach by over 15%.

Cody noted, “We are glad to use any kind of reining information that anyone sends us and we’re always pleased when show management sends us news of their shows that we can include. Several show managers have told us that having their articles and photos featured in WorldWide Slide helps them convince their sponsors they are getting real exposure. It also helps retain those sponsors and attract more support.”

WorldWide Slide articles can be reprinted and re-used. “All we ask is that people credit WorldWide Slide when they post on their websites or on social media. We are so proud that people enjoy and share the news, videos and information they get from Virtual and WorldWide,” said Cody.

“Our own sponsors have at times been astonished with the reach and response,” she continued. “Now with the positive results our sponsors are getting, we’re looking forward to adding to our advertising/sponsor base in coming months.” ♦



**Virtual Horse Help Videographer Stevie White has some willing helpers**