

COMPANIES IN THE NEWS

DogEquine Launches Animal Nutrition Company

A team of executives led by food science industry veteran Lisa Alley-Zarkades have announced the establishment of Dog-Equine LLC. The marketing/manufacturing company will concentrate on meeting demand for naturally safe and beneficial supplements, treats and food components that focus on pest control, preventative methods, overall health and improved quality of animal life.

Parent company DogEquine, founded in 2005, will act as an umbrella for the new offshoot, and will market its products under two trademarked brand names: StableKare for equine products and KennelKare for canine. Several branded products will also be suitable for other livestock and companion animals.

Purina Mills Distributes Rebates

As a result of a rebate program for its Equine Senior Feed, Purina Mills distributed a total of \$6,165 to the North American Riding for the Handicapped Association (NARHA), with more than \$2,000 of the total going directly to Member Centers around the country.

Purina Mills launched the rebate program in 2005. For every five UPC symbols mailed in from bags of Equine Senior, Purina sent NARHA a check for \$15.00.

"Purina Mills has been a long-time supporter and giving friend of NARHA. We are immensely grateful for this innovative fundraising effort," said NARHA executive director Sheila Kemper Dietrich.

JPC Launches Winning Design

JPC Equestrian has launched Annie Air-Conditioned Jodhpurs, the winning design from the 8-13 years category of its Young Rider Design-A-Breech Competition held last year.

The competition drew entries full of innovative ideas, uncommon wisdom and new ways of looking at a young rider's apparel needs and expectations. Annie Kozlowski's winning entry was a jodhpur with a strip of mesh fabric down the outer side of the legs that helps keep riders cool by allowing air to circulate.

Part of the TuffRider line, the jodhpurs are made with a lightweight Aerocool fabric.

Kozlowski was invited to the February 2006 Atlantic City Market, where she spent time at JPC's booth, getting a feel for the equestrian business world. The press in her hometown of Port Republic, N.J., covered her winning achievement and made her into a local celebrity.

"We are delighted to be able to convert a winning concept into a manufactured product," said Varun "Timmy" Sharma, president of JPC.

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