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GET BRANDED

Looking at successfully branded golfing facilities associated with legends such as Jack Nicklaus and Arnold Palmer gave Olympian eventers David and Karen O'Connor an idea: Why not create the first branded equestrian facilities? And that's just what they did.

The first of the O'Connor Signature facilities will open at The Oaks in Lake City, Fla., in spring 2007 and will encompass 1,222 acres, with a 24-plus stall barn, competition-quality riding arenas, a cross-country course designed by David O'Connor, 15 miles of looped riding trails and much more. But their plans don't end there. Partnered with Equestrian Services LLC, the O'Connor Signature brand will designate premiere facilities that

meet the O'Connor standard. Gold level facilities are only those designed by the O'Connors and Equestrian Services LLC, while the Silver level will be given to existing facilities that meet requirements. O'Connor Signature facilities will be managed by Equestrian Management LLC and will feature annual instructional clinics by the O'Connors, or Team O'Connor, as well as lesson programs approved by the O'Connors and taught by certified instructors.

For more information, visit Equestrian Services LLC at www.eqsv.com.



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