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A TOUCH OF STYLE

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How would you describe your “style” of living as it applies to your career? At various times in my career, I would call it overwhelming, yet invigorating. I can probably speak for all of us, that deadlines are deadlines, so personal life takes a backseat when there are big ones. Long days that spill into night, weekends, holidays; they become the norm. Honestly, I don’t know how my friends with kids do it. I used to love working on a holiday, because while everyone was celebrating it, I felt like I could “catch up.” Now, I try harder at working smarter and make the best of time management skills. It’s a marathon, a sprint, a juggling act, yet after 20 years of offering creative services to the Arabian horse industry, I feel I have learned to balance it out and would call it ... continuous irregularity. You have to embrace the tasks when they come, but grab the “me” time when you can. That is what helps with creativity.

How about your “style” of marketing and designing? There are plenty of really great designers. I look at my colleagues work all the time and really am amazed at their design solutions; talented beyond words. People don’t realize how difficult it is to keep it fresh. I guess instead of a “style,” I would call it my “practice” to keep the “forest *and* the trees” in sight for my clients. To keep a consistent look will add to the magnitude of the “forest,” while spending time on the individual details or the “trees” in order to get the information out. All the supporting pieces need to work together. When they do ... presto ... the whole thing is stronger. I think that is one of my strengths.

Who has had the biggest influence in your involvement with Arabians? My town recreation horseback riding program introduced me to horses. I rode any and every breed of horse I could get around. Lessons from Melanie Andrews hooked me on Arabians. I was sold from the start. Easy. The tough

part was how could I include them in my everyday life. This group did that: Greg and Nancy Gallún, Liz and Harold Green, Jim Lowe, Georgia McCabe, Pat and Mary Trowbridge, and Mike Nichols. They didn’t know me from Eve and were the first people who offered me the opportunities that I needed to sink or swim in. Maybe I swallowed a lot of water here and there, but I am swimming 20 years later. Life changing.

What have you given the Arabian horse industry? I would hope to think, I have offered examples of strong communication on how to promote the amazing breed. Clean and clear ... I hope.

What has the industry given you? This answer could go on for days. The horizons seen, the lessons learned, the long lasting relationships and the short. You get what you take out of something and I am thankful for the diverse experiences I’ve received. I would never have had them without it.

How do you relax? I love to jog, and I am on a 40 & Over women’s soccer team. It’s not always pretty, but a Saturday morning game by the beach does me a ton of good. My favorite horse “zen” is listening to them eat their dinner, while sweeping the barn floor. Haven’t done that enough lately, but that for me has always been a true decompression.

How has your past informed your present? In short, cancer treatment helps you to balance *everything* out. Difficult to do, but cleansing.

Describe yourself in three words. Tenacious, creative, intuitive.

What do you consider your greatest achievement? Longevity ... (so far anyway).



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What are the three most positive things you're seeing in the industry today? Parallel to the spirit of the Arabian horses' perseverance in tough times, the industry's determination to evolve and survive in our tough economy. What is evident, are the owners who *love* their horses, who simply won't go away; the organizations and creative programs forming to reward people within the industry, and the large breeders who compete in the ring, yet are working together to preserve the community. It takes a village ...

Do you thumb through non-horse magazines for ideas? All the time. Clean layout ideas, headline words, colors. I wish more people would, too.

Where does your inspiration come from? Can't answer that. Probably because it's not from one place, but a daily search.

As a creative, how do you see the world? A collection of positive or negative choices. I think we gravitate to one or the other, and it is our choice. Sometimes the options don't seem to be what they are, but they will become clear at some point.

Has Santa Ynez been good to you? And you to it? Ahh, the Land called Santa Ynez ... utopia for an Arabian horse lover. Certainly the community has offered me opportunities within my services, but even more than that, it offers a stage for my favorite breed of horse in which I get to walk my dogs through every single day. I'm blessed on that note.

Why do you think clients speak so highly of you? I hope, and continually try to offer a product they are proud of. That's not only "just good business" but simply "business." Their horses are their enjoyment, so it should be an enjoyable experience. Even when I am tired and grumpy, I will always try hard, that's my job.

How, after all of these years, are you still as passionate as you were in the beginning? This is my 20 year anniversary of doing this full time. I am not less passionate, however, over the 20 years, my experiences have shifted my love for it all; probably in more of a realistic and balanced way.



Do you relate to the breeder, the trainer, or simply the enthusiast when it comes to Arabian horse?

Hmmm ... I think of myself as a horseman. I'm no Rob Bick or Carol Steppe, but I respect and love the animal first. I have had a "hands-on" and "hands-off" horse life. Whatever that category puts me in, I'm good with. ■