

Canadian Warmblood Improves Member Services with Launch of New Website

By Barbara Daley

In recent weeks, the Canadian Warmblood Horse Breeders Association (CWHBA) launched the first phase of its new website. Long awaited, the site boasts a clean new look and is powered by up-to-date dynamic database technology.

As many CWHBA members know, the majority of the programs offered by the Association are driven by volunteer manpower. Once finalized, the website will be no different. Designates from each provincial Chapter will be able to update the site with current information on inspections and other events of interest to breeders in their area, in a timely and relevant fashion.

“Communication is key to the success of any organization”, said Chris Gould, President of Canadian Warmblood. “I am excited about the new site, I hope it will provide a much needed communications focal point for warmblood breeders in Canada. It is a reflection of our continued growth and expanding functions and services.”

There will continue to be links to the many programs offered by the association, such as the long running Fall Classic Breeders Sale, and its younger high-tech offshoot, the Online Foal Auction.

Enhanced marketing segments in the site support the Export Marketing initiatives which are championed by Equine Canada's Breeds & Industry, while links to stallion information will become more accessible than ever.

International visitors to the site will come to appreciate the cultural diversity within Canada, as they visit each Provincial Chapter's dedicated page. An outline of the history and unique geography these breeders share with prospective buyers of Canadian Warmblood horses, lend perspective to the benefit of 'buying Canadian'.

To view the website, visit www.CanadianWarmbloods.com. Watch in the coming months as this new foundation bears the growth of more enhanced web communications.

Second Online Foal Auction Results in Happy Customers

By Barbara Daley

While the concept of an Online Foal Auction is challenging for many, the idea was readily embraced by several consignors across Canada. A total of 35 horses were offered through the unique sales format. All of them were weanling foals. While Canadian Warmblood Horse Breeders Association was the host to the sale, consignments were accepted from owners of Canadian bred foals.

Individual profiles of each foal were added to the dedicat-

ed auction website as they were accepted, and the bidding went live on September 7th through to the 23rd. Prospective buyers were able to bid in a traditional format, or they were able to take advantage of a special BUY NOW feature. By doing so, they accepted the posted sale price to ensure the purchase was executed promptly.

One foal who sold through this method was Xcelsior, a Canadian Warmblood colt by Tramino and out Marakesh, a daughter of the Dutch Warmblood stallion Wodan. The