



Mary Helen Borsch (right) and her daughter, Mimsy Lovering, at the WCHA benefit banquet November 11, 2009

WCHA at the WORLD

*It was banquets and new beginnings
for the World Conformation
Horse Association at the 2009
AQHA World Championship Show.*

**Article and photos
by Christine Hamilton**

WOULD YOU PAY \$2,000 FOR A USED SHOW HALTER?

You might if it was a halter worn by a legendary mare and it was being sold to raise money for an organization you cared about. That's what Mary Helen Borsch of Pilot Point, Texas, did. She was a very determined bidder for the silver show halter that used to belong to multiple world champion Pick Me Please. The bidding stopped at a cool \$2,000.

Mary Helen bought the halter at the 2009 World Conformation Horse Association banquet and benefit auction November 11 at the Oklahoma State Fair Park in conjunction with the AQHA World Championship Show. The banquet featured a stallion service auction, as well as live and silent auctions of items donated to benefit the 2-year-old association. More than 350 people attended.

As an added bonus, at the WCHA annual business meeting November 12, the organization officially joined forces with AQHA as an alliance partner. As a strategic marketing alliance partner, WCHA earnings will be displayed on American Quarter Horse records. The associations will also work together to promote the breed and competition. To learn more about the alliance partner program, go to: www.aqha.com/association/benefits/alliance.html.

"AQHA and WCHA will work together to strengthen the industry and explore opportunities that will mutually benefit each association," said AQHA Executive Vice President Don Treadway Jr.

It's an exciting time for the WCHA, which was begun by 40 halter industry breeders, owners and trainers in May 2007 (go to www.conformationhorse.com for more information). And the optimism was palpable at the banquet.

But why did Mary Helen want that particular halter so badly?

"Because I have a beautiful filly that will wear it and maybe win," she said. "We're hoping for some good luck from it."

Pick Me Please, a 1989 daughter of Mr Conclusion out of Sissydator by The Intimidator, was the 1993 world champion aged mare, 1992 youth and open world champion 3-year-old mare and 1991 world champion 2-year-old mare. Her foals have earned a combined 238.5 points.

That halter just might have some luck to rub off. ■

Christine Hamilton is editor of The American Quarter Horse Journal. To comment, write to chamilton@aqha.org.



Connie Mason, Nancy Dier and AQHA Professional Horseman Ted Turner Jr. of Turner-Bradshaw Ranch in Thackerville, Oklahoma. The ranch was one of more than 30 banquet table sponsors.



Betty Wells of Wayne, Oklahoma, widow of Jerry Wells, said her husband "would be proud" of the evening's gathering.



A California contingent: Cheri Gayton, AQHA Professional Horseman Jack Brizendine and Ina Ginsberg.



Left to right: AQHA Executive Committee member Gene Graves, his wife, Barbara, and Tom Persechino, AQHA executive director of competition and breed integrity.



Abbi Castle adds her applause after Betty Wells spoke to the gathering.



Austin Halvorson presented a Pittsburgh Steelers jersey signed by NFL Hall of Fame quarterback Terry Bradshaw, one of two the halter breeder donated to the live auction.



Left to right: AQHA Executive Committee member Peter J. Cofrancesco III, AQHA Executive Vice President Don Treadway Jr. and Dick Donnelly, WCHA chairman.



Trainer Doug Landon of Clark, Missouri, was one of many bid spotters during the live auction.



Brian and Dawn Causey of Columbia, Louisiana, were the auction committee co-chairs.



A total of 22 stallions were submitted to the stallion service auction.