

THE ROAD TO *Paradise*

NEW THINGS HAPPENING AT PARADISE! PARADISE: OPEN TO THE PUBLIC!

We would like to let you know that Paradise Arabians is “Opening to the Public”—for weddings, wedding showers, parties, meetings, luncheons, corporate team building retreats, etc. In fact, we are putting an increased emphasis on reaching out to the public regarding these opportunities. Our existing and future facilities will be available for rent for events in the spirit of “Agri-Tourism.” We will offer guided tours to the general public as well—most people have never seen an Arabian horse or a breeding facility! We have been invited by the state of Georgia to “please let visitors come to the farm to see our horses.” Yes, they contacted us, requesting that we make Paradise a destination for visitors to our area! We have already had a few functions and others are on the schedule right now. Of course, when we host functions such as these, we will seize the opportunity to give them a tour during their visit and present to them several of our collective horses.

We have had printed some beautiful cards that you can hand out when inviting people to come visit Paradise! These cards can lie in your cars; so when you think about it, just offer them to anyone and everyone. We have started putting them in local area hotels to provide overnight visitors with something interesting to do during their stay. They are also available at the Georgia Welcome Centers. We’re on a mission to put them anywhere we think people will see them and your help and suggestions are welcomed. We figure if we get 100 people to come down the lane that ONE might want to know more about our horses. There is a charge for the guided tour of \$10.00 per person. Of course they will be treated as “guests” and be offered refreshments on this tour as well. Now, if YOU are bringing a guest, there will NEVER be a charge—just one more of the perks of being a client.

We will offer the tours daily at 11:00 & 2:00. These tours will last about an hour. In the client lounge we will provide a brief overview of “who is Paradise Arabians.” After that we’ll play a video of the History of the Arabian Horse and then we’ll take the guests outside to tour the rest of the facility and see the beautiful animals. We will turn ONE loose in the arena for them to see, too. Then, they will be allowed to visit for as long as they like and, for those who show an interest, we’ll have a foaling video available for viewing as well. Newspaper Advertising is just not working as it used to and we see this as an opportunity to reach many more people, and YOUR REFERRALS are a key to its success!

REMEMBER, WE ARE ONLY 20 MINUTES FROM EXIT 320 COMING FROM ATLANTA AND EXIT 345 COMING FROM CHATTANOOGA. WE ARE THINKING BILLBOARDS NEXT!

WINTER 2012, ISSUE 5

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CALENDAR OF EVENTS

FEBRUARY 11-12

Paradise Newcomer’s conference—call now to reserve a spot for you and your guests!

CLIENT BIRTHDAYS!

Help wish our clients and friends their happiest birthday yet!

JAN 11 SHIRLEY WHITE
JAN 17 BUD KOREKACH
JAN 21 JEANNETTE LONGLEY
JAN 25 ROSEMARIE PEARCE

FEB 1 DR. ERIC MILLER
FEB 29 DONNA ROVERE



THE ROAD TO Paradise

WINTER 2012, ISSUE 5

THE RESULTS ARE IN: FALL 2011 PARADISE CLIENT SURVEY

Thank you all for your participation. We thought you'd enjoy seeing the results. Many of your ideas have already been implemented! NOTE: numbers beside a response indicate a duplication in how many times a similar response was provided.

1. WHAT IS YOUR FAVORITE THING ABOUT EGYPTIAN ARABIANS AND PARADISE ARABIANS?

God has truly given us a precious gift of love and beauty.(5)

The incredible hospitality offered to anyone who comes.(8)

Wanda, Wanda, and Wanda!(5)

It's always warm, friendly and comfortable.(3)

The beauty and peacefulness of the horses and the farm.(10)

I love the open door policy, where I can visit anytime.(3)

The love the horses give to me, the way they respond to me, and even the way they smell.(2)

I just love the horses. They speak for themselves.(4)

Such a sense of peace, beauty, and trust whenever I'm on the farm.(5)

Personal enrichment, renewal and growth.(9)

2. WHY DID YOU INITIALLY CHOOSE STRAIGHT EGYPTIANS AND PARADISE ARABIANS?

Because we loved and trusted the Kenworthy family. Wanda and Gary are trusted friends.(5)

The incredible beauty, personality, and intelligence of these horses.(5)

We came to one of the first farm conferences, and knew we didn't need to look elsewhere.(2)

Paradise is a family, and a home away from home. It's our own little country club.(2)

Matt and Misty's dedication to carrying on the legacy.(2)

Carole and Jim introduced us to the heritage and culture surrounding these horses. And they told us that the Kenworthys and their horses were awesome.(3)

A Paradise client invited us, and we were impressed with all the happy clients.(3)

I believe the horses chose me! (2)

At Paradise there's always laughter, activity, learning and enjoyment (3)

The incredible, superior quality of the Paradise horses!(5)

"We were just damn lucky!"(1)

3. WHAT SERVICES DO WE NEED TO ADD OR IMPROVE?

Nothing. The services are great.(5)

Communication is the most important thing, but I see this improving constantly.(3)

Just phone calls to update us on our horses.(2)

Name tags for clients and staff. I can't remember everyone.(2)

A photo gallery of clients and their horses.(1)

Just anxious to have a new trainer. And more shows!(2)

A longer breeding season like you did this year.(1)

You have met our needs in every way.(4)



GARY'S PHOTOGRAPHY PHOTO GRACES AHW MAGAZINE!

The world has long known of Paradise's reputation for professional horse trainers and breeders, and the quality of the stock we breed. But a well-kept secret at Paradise is owner Gary Kenworthy's photographic eye.

We're very excited to announce that our very own star-producing stallion, Scapa, is featured on the industry-leading Arabian Horse World Magazine's site—front and center on the homepage, and that stunning shot was beautifully captured by none other than breeder Gary Kenworthy himself. That's probably about the best Christmas present an Arabian photographer could hope for!

Gary and Scapa have had a special bond from the beginning when Gary knew he had a special foal. Scapa has continued to impress all that see him—and his offspring—from Georgia to across the world. At the 2011 Egyptian Event, Scapa amazed everyone, snagging the coveted Get of Sire Championship title. His son, JLS Aayns Al Reejis took the top honor for a junior colt—Unanimous Junior Champion Colt. Read all about Scapa's successes at the Event!

Big congrats to both Gary and Scapa! This is just one of many successes for them—in breeding and photography!



▶ CONTINUED, PG 3 "CLIENT SURVEY"

PARADISE STAFF AT CHRISTMAS 2011 ▶



STAFF PROFILE: MEL PEREZ BARN MANAGER AT PARADISE

MEL PEREZ joined Paradise in October of 2002 as a stable hand. We could tell from the start that Mel was a talented individual. His father had trained him well in the skills of working with livestock while he was growing up in Mexico. Prior to coming to Paradise Mel had worked in the stockyards and feed lots in Kansas tending to cattle. This experience served him well at Paradise because back in 2002 we had approximately 150 head of cattle. As our equine herd grew, it became clear that our focus needed to be on horses and the cattle needed to go. Mel's talents with horses and people were his greatest gifts, however. His attention to detail, his love for the horse and his people skills enabled him to quickly rise to the position of Barn Manager which he holds to this day. Shortly after joining Paradise Mel began the process of earning his US Citizenship which he completed in 2010 and he just recently secured for his mother and father their resident visa so that they can come for visits often. They spent the Holidays with Mel and family this year, his father's first visit to the US ever! Just another example of Mel Perez and his desire to do things the right way! Mel is married to Maria and they have two sons Julian and Sebastian.



“CLIENT SURVEY” CONTINUED FROM PREVIOUS PAGE

4. WHAT KINDS OF EVENTS DO YOU ENJOY MOST?

Hands on learning, so we can handle and groom our horses.(4)

Informal get-togethers of small groups.(2)

Just help with my horses. I'm sometimes afraid to ask because everyone is busy, but I want to learn.(1)

Everything! The shows, the travel, conferences, client seminars, parties, the Egyptian Event.(8)

I love the farm conferences, and learn more every time I come.(2)

The informal pot lucks.(2)

The shows, and especially amateur classes for our kids.(2)

5. AS FOR CLIENT-ONLY SEMINARS, WHAT INTERESTS YOU THE MOST?

a) Breeding, Foaling and Stallion Selection; b) History, Pedigrees and Strains; c) Marketing and Selling; d) Training and Showing; e) Building Your Horse Business and Facility.

Any and all of these!! I want and need them all! (11)

Maybe some shorter seminars too.(1)

We're especially captivated by Carole's short history lessons.(2)

6. TELL US SOMETHING ABOUT YOURSELF THAT WE MIGHT NOT KNOW.

“I play golf, but I continually ask myself why”-Bill Riley.

“I have a theater/acting background. Ben is the most giving person I know” -Jeri Hadaway.

“I lived in Germany for 2 years. Also, I'm a Pro-Football nut” -Nancy Korekach.

“I have seven perfect grandchildren and a perfect wife” -Sid Gunter.

“I was a Mounted Patrol security person at Opryland Park for 2 years. I also work for Wayne Newton” -Carolyn LaMarchina.

“Wally's great grandfather lost his right arm at the Battle of Resaca. My great grandfather lived with the Native American Indians” -Maddi Weeks.

“I am old and opinionated.” (We knew that, Jeanette Longley!)

“What I care about is showing!!! (We knew that too, Danny Heitholt)

“I really wish we owned more horses.” (We're keeping your secret)

“There isn't much you don't know about me, but I did buy an expensive stove cause I loved the red knobs!” -Mary Putman.

7. ANY OTHER COMMENTS OR QUESTIONS FOR US.

I just love you guys! (9)

Thank you all for enriching my life. (3)

I wish I could visit more, especially during the week. (1)

I can't imagine my life without you and my horses. (4)

KEEP IT UP. YOU ARE DOING GREAT! (1)

I hope you know how much we appreciate you and depend on you. (5)

Just driving up the driveway makes me smile! No one leaves Paradise with a frown on their face. When times are tough- and we all know they have been- a few hours at Paradise renews my spirit.

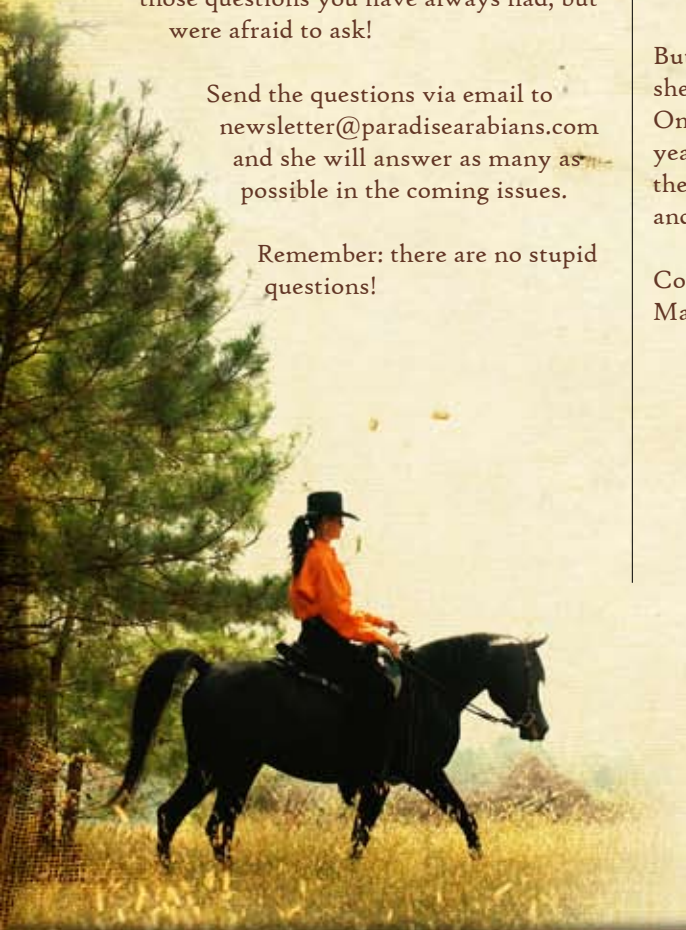


MISTY'S CORNER!

This section of the newsletter, which used to be "Wanda's Corner," has now become MISTY'S CORNER! We know that when people are visiting the farm or attending a seminar or conference, not everyone is willing to ask questions in front of a group. So, we thought it would be a great idea to take questions from clients and then share the answers in the newsletter where everyone can read them. Anyone who has watched Misty work with the horses at Paradise recognizes that she has a special connection and understanding of the way horses think and respond. So, take advantage of this talent of hers and ask her those questions you have always had, but were afraid to ask!

Send the questions via email to newsletter@paradisearabians.com and she will answer as many as possible in the coming issues.

Remember: there are no stupid questions!



CLIENT CORNER

MEET THE ROBERTS FAMILY & SUSAN THOMPSON

A GREAT BIG shout out to Paradise Arabians' clients, Wendy and Matthew Roberts, owners of Thee MaCade (Thee Desperado x *Masira) and their Endurance trainer, Susan Thompson! Why?, you ask. Well, let me tell you. In 2008 Thee MaCade and Susan won the Region XII, 50 mile endurance Championship! That was so much fun that they decided to compete again in 2009...and they won!

So, when you've won the Championship 2 years in a row, what do you do next? How about go for three in a row? Well, they entered again in 2010...and they won...again! Region XII 50 mile endurance Champion three years running (pun intended). In 2011 they went back. Could they do it again? 4 in a row? Almost!!! In 2011 they won the Reserve Championship! Where did they get such an incredible horse? You guessed it, Paradise.



▲ THEE MACADE & SUSAN FINISHING FIRST!

But that's not all. Susan Thompson was so impressed with Thee McCade that she purchased another Paradise horse, Thee Pilgram (Thee Desperado x Bint Bint Omayma) who is developing an impressive endurance resume of his own! Several years ago (for a reason beyond my comprehension) Susan decided to compete in the 515 mile "Great Santa Fe Race"! Taking the fewest number of horses allowed, 2, and the fewest number of riders, 1, and they finished 2nd overall!

Congratulations to the Roberts family, Susan Thompson, Thee Pilgram and Thee MaCade!



▲ THE ROBERTS FAMILY & THEE MACADE

IT'S BREEDING SEASON...
WILL YOU BE MY

Valentine?



KOHL AL JANNAT

THE SINGLETON

SCAPA

THE
STALLIONS
OF

Paradise