

THE ARROW

SHOWCASING BARREL RACING STATISTICS IN THE MIDWEST REGION

Why YOU need to take advantage of the Midwest's latest offerings in the barrel racing community



Shown Above: A Latte Fire with rider & owner Hadley Murphy at the Cowgirl Tuff Futurity & Derby in Winona, MN. Hadley is the owner of Arrow Productions and a writer for The Arrow.

You Won't Want to Miss This Production

Author: Rachel Lueth

Keep an eye out for the circulation of this dramatic and exhilarating interpretation of the barrel racing world in the Midwest. You can expect nothing less than statistics, pie charts, graphs, interviews, interpretations of the numbers, and even some opinion pieces. It also wouldn't be a barrel racing circulation without some educational pieces and advertising products that can improve your life and the lives of your horses.

There is no doubt in my mind you will find this circulation more unique than anything you have ever seen before. This first issue is just the beginning. We will expand and as the season begins, we will have more numbers to use. We will talk about implications of these numbers and statistics. They may challenge the mind of competitors, fans, and producers alike. Our goal is to unite the community, help us all gain a better understanding of each other, and help provide insight to producers to help them increase competitors and payout!

If you have ideas of topics you want to see in a future issue please email us at arrowproductionswi@gmail.com.

I look forward to the many issues to come!

What is Arrow Productions All About Anyways?

Author: Shelly Olson

Arrow Productions is a relatively new service in the barrel racing community. Specializing in data management and analytics, barrel racing fanatics can view statistics on horses as well as specific events.

Producers are using the services at an increasing rate. There were over 65 barrel races for the Mid-West area in the 2018 data base. For a low-cost fee the team at Arrow Productions can deliver a report of the event or specific data within the event. The reports are more than results. For example, reports demonstrate the percentage of riders in the various divisions. Specific advertising can be used to attract a demographic population. Comparing Friday results to Sunday results can promote the condition of the ground as well as the facility. Producers can use the data to advertise the payouts which in turn will attract area competitors. Archived results are a handy tool as producers can compare year to year returns on their events and demonstrate to sponsors where their money is used. Producers will appreciate the ease of presenting reports to their contestants. At the completion of the barrel race producers simply send results to ArrowProductionsWI@gmail.com.

Competitors also appreciate Arrow Production's services. Buying or selling a horse? Access the horse performance report to see the horse's earnings. Verifiable data is an amazing tool for both the buyer and seller. Perhaps as the owner of the horse you are interested in spring times vs. summer times at the same arena. The information is one click away!

With breeding season right around the corner, the discerning mare owner can access stallion reports. Examination of the stallion report demonstrates how offspring measure up against the rest of the competition. Barrel racers, ask the show producers to submit their event to Arrow Productions.

Whether it is from the eyes of the barrel race producer or contestant, Arrow Productions can provide valuable information. Using data driven decisions will improve the event for everyone.

Shown Below: Shelly Olson on her mare, Stella Mae West, during a NBHA WI03 run at Loomis' Lazy L in Mondovi, WI. Photo credit Diane Bruegger. Shelly is a writer for The Arrow.



Shown Below: Rachel Lueth on her late gelding, Ima Western Bug. Coming in 2nd in Paint Barrels at the 2012 MN State Fair. Rachel is the editor and a writer for The Arrow.



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2018 Statistics

A Glimpse into the 2018 Season

Author: Hadley Murphy

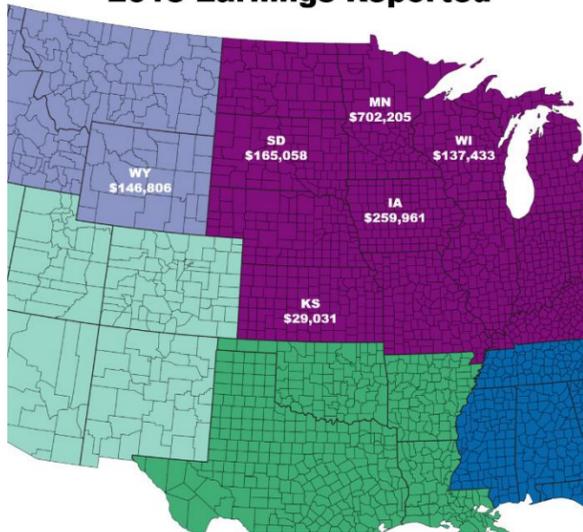
There was a total of 70 events that submitted their results into Arrow for 2018. Events expanded across the Midwest region from Minnesota, Wisconsin, Iowa, South Dakota, and Kansas. Minnesota alone was responsible for over \$700,000 in barrel racing payouts.

With over 5,000 different horses competing in these events, topping the charts for most earnings reported in the Midwest was Holy Oak, ridden by Sarah Christensen from South Dakota, with reported earnings exceeding \$16,000 from opens, maturities, slot races, and other classes. This 2010 gelding sired by Holy Bart is known to scorch the timer with his smooth turning style and quick easy speed between the barrels.

The highest paying event in 2018 was the Pro Elite World Finals, held in Verndale, MN in October. This event alone paid out over \$112,000 in barrel racing. With the Saturday open race having 388 competitors entered, this was the largest entered event in 2018, followed by the Iowa Futurity & Derby event with its Saturday open having 373 entries.

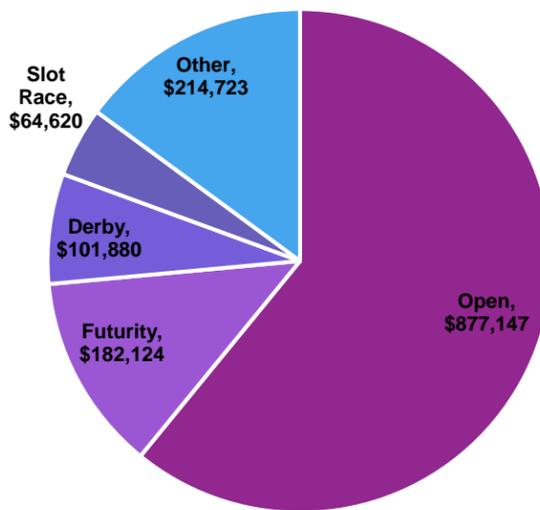
In 2019, Arrow is excited to be able to offer even more specific reporting. In addition to Open, Futurity, Derby, & Slot race classes being reported on, Youth classes will now be included on its own rather than within the Other earnings as it was in 2018. Also, another new feature for 2019 is all Pole Bending results will also be reported.

2018 Earnings Reported



Payouts by state reported to Arrow Productions in 2018 from barrel racing events

Payouts by Class



Events Submitted this Month:

- Double H Arena Barrel Series Feb 9-10th
- Northwoods Buckle Series Feb 10th
- Lance Graves Barrel Racing Championships Feb 13-17th
- Showtime Arena Barrel Race Feb 23-24th
- Jackpot Junkie Series Feb 23-24th
- Northwoods Buckle Series Feb 24th

What's coming up next month?

- March 2-3rd Mondovi, WI
- March 3rd Solway, MN
- March 16-17th Deerfield, WI
- March 22-24th Cedar Rapids, IA
- March 23rd Maple Plain, MN
- March 24th Solway, MN
- March 30-31st Mondovi, WI
- March 30-31st Iowa Falls, IA
- March 31st Solway, MN

To submit show results for stats, go to:
www.ArrowProductionsWI.com

Arrow Productions Partners



Abby Whitish - Independent BEMER Distributor



Photo: Rider Heidi Gunderson with her horse Takin On A Storm ('Makin') rounding the first barrel at the Kiser Classic Race in Winona, MN



Sponsors and Partners

Arrow Productions depends on sponsors and partners to provide this service to the community. Contact us today for your company's information to appear here. We will be doing pieces about our sponsors in future issues. Stay tuned for more information!



Wisconsin Arena with a Lot to Offer

Author: Rachel Stewart

Roughly two hours east of the Twin Cities in Mondovi, WI, Marissa Wallace and boyfriend Cody Haigh, own and operate Double H Arena, a boarding, training and barrel racing facility. As a family run arena, Double H boasts two competition arenas. A 90x 240ft indoor arena and a 150x 250ft outdoor arena.

“Heated in the winter and cooler in the summer,” is Marissa’s favorite feature of Double H. Each arena contains a sandy, clay mixture that allows for smoking fast barrel runs by competitors from across the states of Wisconsin and Minnesota. Currently holding the arena record in the indoor is Wisconsin native, Cricket Ginter and Dial A Little Fame with a 14.019. Allison Burgau and MS Mercedes Moonfire clocked an 18.860 for the outdoor record.

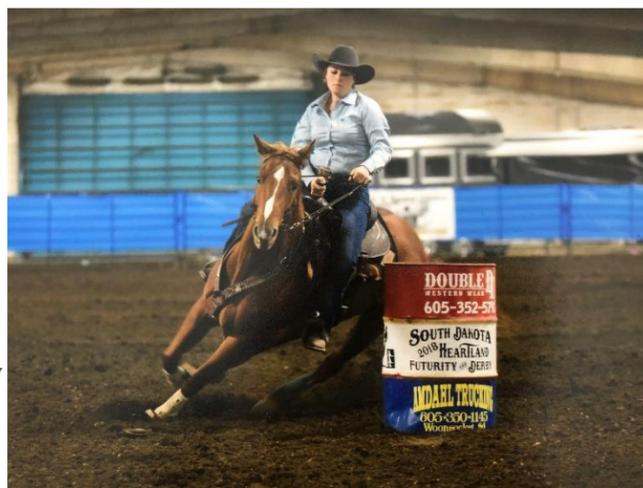
Double H arena also offers 31 total stalls connected to the indoor arena for easy access. Stalls can be reserved through Marissa prior to small jackpots and larger events. When stalls are full, competitors may tie out to their trailers or set up small pens; a feature uncommon at other large events. For family and friends supporting barrel racers there are seating and viewing areas near both indoor and outdoor arenas.

Built in late 2016, Double H began hosting barrel races for the 2017 season. This year marks their third full year of competitions. Beginning March 2nd and 3rd Double H will kick off the first event of their winter series. There are three total weekends; March 2-3, March 30-31 and April 13-14. No nomination fee is required, and everyone is welcome! The series is sanctioned by Pro Elite World Challenge (PEWC) but open to non PEWC members. Watch the *Double H Arena Mondovi, WI* Facebook page for more information on their events schedule, dates, times and entries. This May and July they will be hosting two Bonus Race Qualifiers and attempting to sanction runs with the WPRA and BBR.

Barrel racers looking for a new arena to frequent should take it from Marissa, when she says, “Double H has a friendly atmosphere where we try to keep the ground as consistent as possible from the first to the last runner.”

Looking for something other than barrel racing? Contact Marissa or Cody regarding boarding, colt starting, or lessons at 715-218-6445 or visit their Facebook page, *Double H Arena Mondovi WI*.

Shown Below: Scenic view of the beautiful facilities of Double H Arena in Mondovi, WI.



Shown Above: Rachel Stewart and 2013 sorrel mare Im Impressive Knud by Knud With Wings at the 2018 SD Heartland Futurity. Rachel is a writer for The Arrow.

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arrowproductionwi@gmail.com!***