

STUD

EXCLUSIVE - *The One & Only*



Echo Magnifico x JJ Ali Baska by Ali Jamaal

Written by Arlene Magid



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According to dictionary.com, exclusive is defined as "limited to the object or objects designated". Thus anything exclusive is a limited edition and highly sought after. The Arabian stallion Echclusive was very aptly named, as he is now the ONLY stallion at stud who is by multi-National Champion Stallion Echo Magnificcoo out of a daughter of multi-National Champion Stallion Ali Jamaal. Even though Echclusive offers a unique opportunity to breeders, he is "inclusive" as his owner Stuart Sander of Sterling Bloodstock delights in getting newcomers involved with the breed. "This industry brings me so much joy and I am honored to share my life with both these incredible animals and the people who love them."

Echclusive's heritage is truly exceptional. He is a full brother to U.S. Top Ten Jumper MA Alis Gold. The Echo Magnificcoo/Ali Jamaal nick has also produced the National Champions in halter Echo Magnolia and Magnificaa FA (also the third dam of multi-National Champion Stallion DA Valentino). Echo Magnificcoo has sired 53 National winners and 30 producers of National winners through the end of the 2010 show season. Echclusive's dam JJ Ali Baska has produced 8 champions, among them U.S. Top Ten Futurity Filly MA Sonata, and 2010 Egyptian International Gold Champion Filly Ghaniyah Athbah, who was exported to Kuwait. JJ Ali Baska is a paternal sister to 29 North American National winners including U.S. National Champion Stallion and National Champion sire *Dakar El Jamaal and U.S. and Canadian National Champion Mare Europa El Jamaal. 27 Ali Jamaal get have produced North American National winners. Ali Jamaal is the grandsire of World Champions MA Shadow El Sher and Robin K.

Echclusive's success as a sire can be attributed not only to his ability as a breeding stallion but also to the good business practices of his owner Stuart Sander of Sterling Bloodstock of Portland, Oregon. Sander has been involved with Arabian horses professionally since 1980, when she accepted a job at a now defunct breeding farm in Vancouver, British Columbia, as a groom. She recalls, "I lived with 5 people in a one bedroom house and worked 60 hours a week, but loved every minute because I was working with my greatest love, Arabian horses, and actually getting paid to do it!"

From this humble beginning Sander worked as a trainer for such noted farms in the Pacific Northwest as Patterson Arabians and Twin Fir Farms. She was fortunate to handle some of the greats, including multi-National Champion English Pleasure WN Astra and multi-National Champion Park MHR Nobility in their early training. She also worked with the world-renowned Monogram to train him under saddle so he could get the performance ribbon then required to compete in halter at the national level. However, Sander realized if she wanted to go into business for herself that dealing in performance horses might not be the best route for her. "The carrying costs of being a performance trainer are very high. You have to wait until the horses are three years old to start them, and then work with them for months to know what you have. The performance market is smaller than the halter one as it's limited pretty much to the U.S. and Canada, whereas halter horses have worldwide appeal. Halter horses can be enjoyed by people who have a passion for Arabians and want the joy of them in their lives but who aren't particularly interested in

riding. The market for halter horses is much bigger." Thus Sterling Bloodstock was born. "Of course now I realize how wonderful it is to own one's own business," Sander comments. "I wouldn't change it for the world!"

Sander has owned Echclusive since 2003. "Around 2002 I transitioned completely over to the halter end of things since it was so much more profitable. You don't have to ride to enjoy horses. So I needed a superbly bred halter stallion for that market. And Echclusive has done the job for me in an exciting and extremely high quality way."

Previous to her ownership, Echclusive had sired just three registered get. He was a hidden treasure. Sander fondly recalls her first sight of him and the challenges involved: "I couldn't believe my eyes when I first saw Echclusive. I wanted an Echo Magnificcoo bred horse since his blood is not common, he sired a lot fewer foals than some of the other major halter sires. I also valued Echo breeding because my history is with English horses and I just had to have a great neck on my stallion. I wanted a beautiful face too, and I knew that with an Ali Jamaal daughter as a dam he would have that too. Ali Jamaal blood is relatively rare in North America because he only stood at stud here for one year after his U.S. National Championships before being exported to Brazil, and he was never available to outside mares after being exported. So, Echclusive's pedigree made him really intriguing to me, and I had heard rumors he looked just like his ancestry."

Meeting Echclusive for the first time turned out to be far from simple, however. "I called his owner, who lived on a remote island in the San Juan Islands. Her place was so far out of the way that you had to take a ferry to get there and there are only two sailings a day, so I asked her to meet me halfway and bring him to the mainland for me to see. The moment she took him out of the trailer there was no question that he was the stallion I had been looking for. He was majestic, imperious, stunning, hair-on-the-back of the neck gorgeous with the most sweeping seahorse neck, and at the end of it was a face that was even more beautiful than I'd expected. His ears were tiny and amazingly tipped and his face was so typey and chiseled. He took my breath away, and he STILL does, even after all these years I love looking at him just walking down the barn aisle. And I'm not the only one. I get calls all the time from trainers who want to campaign him at Scottsdale or the National shows but I can't do without him for that length of time. He has a job to do here as a breeding stallion."

Echclusive has done his job as a breeding stallion very well indeed. His percentage of champions from his registered get is high and he has sired regional, Scottsdale and National winners. They include U.S. Top Ten Half-Arabian Sweepstakes Colt C Cinco Caballo, multi-regional halter champion and Scottsdale Top Ten Halter Echcalibur, 2010 Scottsdale Top Ten Two Year Old Colt TS Echlipse, 2009 Scottsdale Top Ten Half-Arabian Yearling Gelding Mocha Motion, regional halter champion SS Echxstasy and regional halter winner DN Champagne Bey. Sander explains, "You can always tell an Echclusive foal when it hits the ground as it is so typey with huge eyes and a tiny muzzle. My vet says she can tell which babies are Echclusive's since they all have tiny tipped ears and beautiful faces. I love that!"

Echclusive



Echclusive get have proven very popular with overseas buyers, with 5 sold abroad as well as 14 mares in foal to him. Sander believes that a number of the mares sold because of the Echclusive foals they are carrying. "He really is unique on the overseas market," she comments. "Especially in the Middle East, the industry focus that drives our market is the beautiful face. And these days, in addition to the pretty face, you have to

have pretty much a great everything else too! A stallion who has and can sire these attributes is hard to find. Echclusive is all about that, I count myself so lucky to have him. There's no denying the pedigree power of Ali Jamaal and Echo Magnifico (whose get win more titles each year, the 2011 Scottsdale Champion Mare French Psyk is by him). And what a superb outcross Echclusive is for Padrons Psyche and Magnum Psyche

Echclusive



bred mares! French Psylk represents this cross as she is out of a Padrons Psyche daughter.”

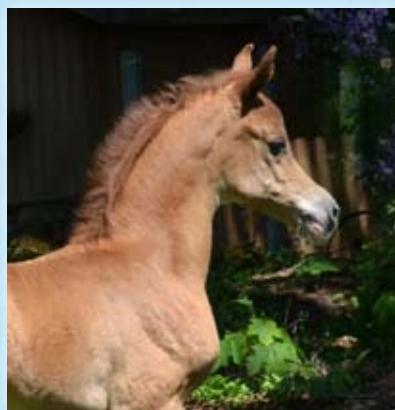
Echclusive has not been overbred so the market is not flooded with his get, which makes him more in demand as a sire, particularly with overseas buyers. “Just in the last 2 years, 14 mares in foal to him have

traveled overseas—three to Kuwait, five to Saudi Arabia, two to Bahrain, one to Thailand and three to China. Five of his babies have been exported as well, including a weanling to Colombia, a weanling filly and a regional champion two year old colt to Bahrain, and two two year olds to Thailand. And I have three additional mares who will go to the Middle East once they are checked in foal to him, and I am negotiating on the

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sale of two more. That speaks well of the quality of our American bred horses—they are in demand all over the world. There are so many people out there who want to share in the wonderful experience of owning and breeding Arabian horses, and I'm very happy to bring that special joy and amazing experience to the lives of others. It has been such an incredible and wonderful journey for me the past thirty years and I hope

to make it a wonderful journey for others too."

Sander is one of the first people in modern times to successfully market horses to China and Thailand. "The new owner of the Chinese group has such a strong passion for the horses and just last month sent me photos of one of the brand new Echclusive babies, out of a Magnum Psyche

Echclusive



daughter," she says. "My new owners in Thailand couldn't be happier. I have visited most of the farms and have been impressed with the care of the horses. I get photos and news all the time from the new owners telling me how much joy the horses have brought into their lives. That's important to me! I love being on the cutting edge of a new and growing trend in an emerging country. I feel like my horses and I are part of his-

tory in the making. I hope I make it into the history books there when articles are written about the Arabian horses coming into China and Thailand. I hope to be the Crabbet Stud or Homer Davenport of Asia!

Sander's success is a direct result of her good business practices. She explains: "I know what sets me apart from other marketers and stallion

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owners is that I take good care of my clients, both overseas and here at home. Whether it's breeding or purchasing or managing their horses, I'm always there to provide advice or services and support in case of a loss. I generally offer rebreeds to Echclusive or do whatever I can to help the client recover from not just an emotional loss but a financial one. Historically I have offered rebreeds to people who have lost a foal at 6 months to a year. A client's challenge is an opportunity for me to develop a stronger relationship. Many of my overseas clients have not been treated well by trainers and stallion owners in the U.S. and once they find me they won't deal with anyone else. That alone has been important in my success. It may cost me a little to provide extra support for a client but what it brings me in client loyalty is priceless. Because I breed to outside stallions in addition to Echclusive I know how challenging and expensive it can be to get viable semen in a timely fashion. It seems some stallion owners in the U.S. are not service oriented once you have paid the stud fee. I don't know why this happens, especially in the current market. One would think that they would want repeat customers. For me, if you

buy a breeding from me, your breeding is good pretty much until hell freezes over. I'll collect any day of the week and put it on a plane if you need me to, and the semen is superb. And we have enough frozen semen on hand to cover anyone who might need semen if Echclusive should be unavailable for some reason. For me, service is the key!"

Good service is crucial to the success of Sterling Bloodstock, but Stuart Sander always remembers the reason behind that service. "Echclusive has made it all possible for both me and the new, passionate Arabian owners overseas-I couldn't have done it without him!"

www.sterlingbloodstock.com

Echclusive



About the Author:

Arabian horse consultant Arlene Magid has loved horses since infancy. Her 30 year career with horses was nearly derailed before it began when she was a toddler as she kept trying to escape her car seat and hurt herself into any horse trailer that went by!

Arlene started studying the Arabian breed as a child in the 1960s and visited many important breeders and shows. This gives her perspective on the horses of the past to help advise people on purchases and matings today. As an Arabian industry professional, she has had articles published worldwide, as well as researching and editing the book "Arabian Legends". She now publishes her own online newsletter with in-depth pedigree information, rare photographs and insights on current horses and the greats of the past.

Arlene's services include seminars, assisting with purchase decisions, advising on matings, insurance and sales appraisals, digital pedigrees with achievement comments and family strains, hand printed wall chart pedigrees, and promotional writeups which are used to educate owners and sell horses and breedings. Prices are surprisingly affordable. Contact her if you need to learn more about your horses and want to promote them with fact, not fiction.

Arlene's email is Arabbits@aol.com and her website is www.arlenemagid.com. Also visit her Facebook page for information not available elsewhere, including bloodline analysis of winners at major competitions worldwide shortly after they occur.

Stuart Sander's Sterling Bloodstock

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