



Equestrian Veteran Ginger Estep Joining Hopper Expo Team

El Paso, Texas—Kent Hopper achieved one of the equestrian industry's biggest coups recently in announcing the addition of highly sought-after veteran Ginger Estep to his Hopper Expositions team, effective April 1, 2007. Estep dedicated 15 years as marketing director and product/warehouse manager for Jared Lee Studio, internationally renowned for its equestrian illustrated product lines. A lifelong marketing/sales authority, she previously worked in management, advertising and promotional capacities in national industrial construction.

"Under Ginger's hands-on, day-to-day management and operational control, she spearheaded my company through tremendous growth and expansion nationwide and around the world," said Jared Lee, noting that of the hundreds of tradeshow they covered, many of the most successful, professional and trustworthy involved Kent Hopper.

"We have always believed in his shows, tremendously respecting Kent as a show producer and integral cornerstone of the equestrian arena," said Estep. "When the timing of Hopper Expositions' growth coincided with the new direction at Jared Lee Studio, I knew it was providence despite other opportunities presented to me."

Jared Lee Studio recently announced the closing of its manufacturing division, with the production department famed for humorous equestrian apparel and gifts.

"Due to an abundance of illustration work, Jared opted to pull in the reins and concentrate on the creative and illustration side of his business," said Estep. However, she noted Lee arranged a licensing agreement with Mike Whatley at Stirrups Clothing in Atlanta, GA, to produce current and future equestrian designs and secured a licensing deal with June Evers at Horse Hollow Press to offer all current and future equestrian books.

With Hopper Expositions, Ginger will immediately establish a Middletown, Ohio, office for the East Coast shows, providing proximity and convenience in the region that's so popular for the industry. She will work every Hopper Market and assist in related marketing, promotions, production and scheduling while making frequent stops in Hopper's El Paso, Texas headquarters.

"Ginger is a wonderful match for Hopper Expositions," said Hopper. "She approaches this industry from the specific perspectives of both exhibitors and buyers, working

extensively with them and in each capacity herself for 15 years. She understands their unique requirements, expectations and viewpoints."

"I'm thrilled that Ginger and Kent decided to unite their enormous combined expertise and phenomenal industry reputations to carry on the legacy of first class equestrian tradeshow, " said Lee. "Ginger is a remarkable asset to any business she's in. With a golden personality, she's devoted, dedicated and involved. Not just Monday through Friday 8-5 but around the clock. She and Kent are two of the hardest working people I know. Together they will produce even stronger, more successful shows as Kent is renowned for."

"We're rapidly finalizing all the details for our August Baltimore and September Indianapolis shows," said Estepp. "I welcome calls from exhibitors and buyers so I can share with them all the exciting plans we have to expand and improve these markets and make them even more effective and profitable for every participant."

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