



YOUNG ENTREPRENEUR

INTERVIEW WITH

AMY OLSON

BY PERFORMANCE HORSE & THE COWBOY ENTREPRENEUR

Forward by Performance Horse:

We want to welcome Amy Olson to our team here at Performance Horse! She is a bright, go-getter and we are blessed to have her working with us. Amy has fantastic horsemanship skills AND people skills! Not only is she a rider, but a WRITER who crafts beautiful articles packed with important information in an enjoyable story format. You may see her at upcoming events representing Performance Horse. Please make sure to say hi! Amy has also joined our advertising team as our newest sales agent and she manages our social

media. How many hats can a gal wear? Read on to get to know more about Amy...

Favorite quote:

"Stay on top no matter which way is up." - My dad would say this when I was nervous about doing things on a horse. As I've grown up I realize it's also very applicable in life.

Who is your mentor or someone you look up to that has helped shape your path?

My father is definitely the person who introduced me to horses and nourished my love of all equines, but so many people have guided me along the way that it's hard to name one mentor. I think this journey started with horses and I was guided toward writing by a high school teacher. I was then encouraged by fellow writers from my hometown newspaper. I really took a dive into performance horses when I worked for Jim Spence in Oregon. I can't thank him enough for the experiences I had there and the amazing people I met. When I left Oregon, the whole barn crew



did their best to help find me job opportunities and I knew I had lifelong friends when I hit the road. I interned with the American Paint Horse Association and gained invaluable experience there as well. I try to learn a little bit from everyone and they've all paved a stone into my path.

How do you navigate personal life with your horse related business or is it all one?

My personal life revolves heavily around horses, so as you can imagine they intermingle a lot. I'm so blessed to work in a community that I love and is as multifaceted as western industries are, everyday is something different. I meet people all the time who need help blogging or writing press releases for their horse related business.

What roles do horses play in your life?

My life revolves around horses. I board my horse currently so I'm in the barn everyday to feed and clean her stall. I also try to ride daily, weather permitting. If I'm working on projects they're all horse related, and if I'm working my part time job I'll be saving that money for another horse show.

Have you competed with horses?

Yes! In college I showed on Ranch Horse Versatility teams and had some success in the CoWN (Colorado, Wyoming, Nebraska) Stock Horse Association. I now show with Stock Horse of Texas and am hoping to attend some National Reined Cow Horse Association shows next year.

Do you have advice to somebody trying to start working in your area of the western horse world?

Just get started and be willing to try new things. In the beginning I emailed magazine editors rough drafts of my work because I didn't have published samples. The first few months were slow and I still work part time in the Paint Horse Barn Door, but business has really picked up. I feel like I gain opportunities every time I attend an event to report on, just get out there and meet people, you can gain experience and hone in your craft along the way. As you start to gain projects for magazines or businesses just bounce ideas off of them or ask what you could improve on.



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