

# Not Just Horsing Around

By Jennifer Spink



**M**y name is Jennifer Spink. I am 14 years old and live in the small town of Munith, Michigan. I am a 4.0 student taking honors classes at Stockbridge High School. I am currently playing JV volleyball for my school, and will play basketball as well. I am also focused on breaking a track record at my school in discus, which my mother still currently holds. While I enjoy playing all these sports, and the friendships that I make, my true love in life is my horses.

I have had horses all my life, and began riding before I could even walk. I began showing when I was four years old. My first pony was “Chance,” and he still survives today, teaching my three younger siblings how to ride. When I was nine, I began to ride “Cool Cruizin Kid,” or Cruize as I call him. He is an American Quarter Horse. I began in 4-H and progressed to larger open shows. I continued to be successful, and wanted desperately to continue up the ladder of skill in the horse world. Unfortunately, the higher the level of show, the more money became necessary for entry fees, stall fees, hauling fees, show clothes, etc.

I knew that my family did not have the kind of money it took to take me to these shows. Rather than sit back and accept that fate, I decided that I would try and raise the money myself to take Cruize and show at these events.

My first project was making earrings. I had some crystals left over that I used to make my own showmanship outfit. I took these crystals and glued them to backs of earrings. I sold these earrings at a couple of tack sales during the winter months. Seeing a little bit of cash flow from this sale was certainly incentive to keep going. I found myself looking for other ways to make quick cash.

I did one sales campaign in the spring of 2008 through the Little Caesar’s Pizza Company. This sale went extremely well. I was told by the Little Caesar’s Rep that they had never had one individual person sell so much stuff! I was able to sell to a broad section of people with the pizza products – they did not have to be horse owners. Once people found out why I was selling pizza kits, I gained a lot of extra support. Some folks decided not to buy pizzas, but gave me direct donations instead. I had quite a bit of cash stashed and was excited about making some big shows with Cruize – I got quite a payoff. The summer of 2008, I won several big awards with Cruize, including a saddle and a buckle!

That fall, I had a lot of people contacting me to see how the shows had gone. They had made donations or bought something from me knowing my intent for the funding. Because of this, I decided to launch a Web site. The main function of this Web site was to thank everyone that had helped me, and also to

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keep everyone posted on how Cruize and I were faring at the bigger shows. So, [www.wecruize.com](http://www.wecruize.com) was started and still goes strong today. My Web site will introduce you to me, to Cruize, and basically to my life and everyone in it. I also write about what shows we have gone to, how we did while we were there, and what shows we plan to attend.

What started out as a thank you Web site became a hot spot for advertisers. People who own businesses placed ads with me on my Web site. Depending on how much they donate, their ad is placed on one of my pages, and is directly linked to their own Web site.

My Web site also houses “Jenny’s Closet.” This is a newer section of my Web site that I started, hoping it might help others like myself who do not have the money to just simply buy new show clothes. Jenny’s closet is a classified advertising spot that offers others the opportunity to advertise and resell their used show clothes or other miscellaneous horse items for relatively inexpensive prices. Sellers may also have posted pictures and text about their products.

I also started selling horsehair jewelry from this Web site and at tack sales. This has been a successful campaign also. You can visit this page at [www.wecruize.com/Friendship%20Bracelets.htm](http://www.wecruize.com/Friendship%20Bracelets.htm). I have sent my horsehair jewelry as far away as Germany!

I am always looking for new things to sell from my Web site and at tack sales. I will remain focused on the equine field because that is what I am most familiar with. I will continue to offer advertising on my Web site and will continue to sell the horsehair jewelry. However, like most products, the jewelry will probably run its course and sales will slow down, so I would like to be ready with another product to pick up wherever the jewelry leaves off. I think I know what that product is, but you are going to have to visit [www.WeCruize.com](http://www.WeCruize.com) to find out! □

