

GOOD RIDE, ERIC, GOOD RIDE

REMEMBERING ERIC BRAND, NOV 23, 1937 - MAY 13, 2010

Eric Brand, born in 1937, grew up on the family farm near Priddis, Alberta. He grew up riding and showing his family's grades, Thoroughbreds and Quarter Horses and won his first trophy in Stock Seat Equitation at age nine. He began starting horses other than his family's at age ten, and at fifteen, shortly after the family moved to Red Deer, Alberta, Eric quit school to help his dad farm and to train horses. He attributed most of his training knowledge to his father, saying, "He was one of the best horsemen I ever met."

At age 18 he began to work for professional trainers – hunters and jumpers with Cliff Ross in Edmonton, Mack Lynn in California, and Dick Day in Toronto. Eventually he returned to Alberta and set up his own training stable. His introduction to the Arabian breed was almost accidental; he had some clients with Arabians and as word spread, he acquired more and more Arabian clients until he couldn't fit anything else in the barn.

A Triple A Ranches ad in the *News* in December, 1979, states that "Champion *Baharr traveled with Eric Brand and Laurie Mossing over twelve thousand miles in 1979, picking up many important ribbons and trophies competing with or against sons of his in the extreme action classes such as stock horse and working cow horse.

"*Baharr won Canadian National Reserve Stock Horse for 1979, and Champion Western Pleasure Horse for Region 17. He watched his son Roanoak Barlo win the U.S. National Championship Stock Horse for 1979."

A Roanoak Farm ad in the same issue says, "In 1978 we were thrilled beyond words when "Gus" (Roanoak Barlo), a Junior Horse, after a short and spectacular season as a performance horse, became Canadian National Champion Stock Horse. This year after an even shorter season, he did it again. On October 26, 1979, in Albuquerque, New Mexico, out of a class of fifty-three (the largest National Stock Horse Class ever held), Gus was named U.S. National Champion Stock Horse.... Thanks Eric Brand for a job well done."

1979 was a particularly good year for Eric. Not only did he win National Championships, he also married his wife Shirley, his life-long partner whom he had met through Willi Krol (Roanoak Farm) two years earlier.

From 1978 to 1989, Eric won nine National Championships and five Reserve National Championships, trained two National



Eric Brand and Roanoak Barlo

Stock Seat Equitation Champions and numerous Top Ten riders. In 1984, he rode Botaan and Bey Amigo to Champion and Reserve Champion Stock Horse at Canadian Nationals in Edmonton, AB. Botaan's run drew a standing ovation from the hometown crowd.

In the early 1980's, Eric partnered with Harvey Sheftel of Silverhill Stables in Calgary, Alberta. It was a great success for both Eric and Harvey until Harvey's untimely passing away in 1991.

Eric was also known for spending a great deal of time coaching youth and amateur riders. "I like to help those that really want to learn and try hard," he said in an October, 1984 article in the *News*.

All in all, Eric broke and/or trained over a thousand horses in his career, and most of them were Arabians. Later in life Eric and Shirley stood the Paint stallion SS Hympressive Coy and the Welsh pony stallions The Key and Shell-Crest Dusty Gold.

Eric will be missed by all who knew and loved him. A bronze perpetual trophy has been created in his memory by artist Jill McKinney, and will be awarded to the open Western Pleasure Champion at the Region 17 Championship Show.

"ERIC BRAND TRAINED" HORSES - THE NATIONAL CHAMPIONS

***Baharr** (Ego x Banda)
Owned by Triple A Ranches
1979 Cdn Natl Res Ch Stock Horse

Roanoak Barlo (*Baharr x Kaimer S Cleopatra)
Owned by Willi Krol
1978 Cdn Natl Ch Stock Horse
1979 US Natl Ch Stock Horse
1981 Cdn Natl Ch Working Cow Horse

Picarro (Arco Danalon x Goldie)
Owned by Harvey Sheftel
1988 Cdn Natl Ch HA Stock Horse

Cadillac Coy+ (SS Hympressive Coy APHA)
1997 US Natl HA Western Pl Jr Horse

Kimberwick (Roanoak Barlo x Royal Amber)
Bred by Willi Krol, owned by Gail Bower; later sold to the McNutt Family in Texas.
5 US Natl Ch in HA Stock Horse & Reining
3 US Natl Res Ch in HA Stock Horse/Reining
2 Canadian Natl Ch in HA Stock Horse
3 Youth Natl Ch in HA Reining JTR

Bey Amigo (Bey Apache x Al Marah Swallow)
Owned by Mr. and Mrs. Richard Mack
1983 Cdn Natl Res Ch Stock Horse
1984 Cdn Res Natl Ch Stock Horse
1986 Cdn Natl Res Ch Stock Horse
1986 US Natl Ch Barrel Racing Horse

Botaan (El Paso x Sherribask)
Owned by Len and Sheila Watson
1984 Cdn Natl Ch Stock Horse
1985 US Natl Ch Stock Horse
1988 Cdn Natl Ch Cutting Horse, Non-Pro
1988 Cdn Natl Ch Cutting Horse, Open
1990 Cdn Natl Ch Cutting Horse, Non-Pro

Guess What+/- (x Krystyl [Roanoak Barlo])
Owned by Norm & Wendy Obst
2008 Cdn Natl Res Ch HA WP AATR 40 +
2008 Cdn Natl Res Ch HA WP AAO 40 +
2009 Cdn Natl Res Ch HA WP AAO 40 +
2009 WCB HA Western Pleasure Ch

Many more Regional Championships and National Top Tens are accredited to horses that Eric started and trained, either while under his tutelage or with their new owners. Horses such as **Benedictine**, **VP Honeyfix**, **VP Tempest**, **Silver Hilal+/-**, **Alligator**, **Temblar+**, **Jericho Antez++**, **Kirkors Panna**, **Century Baybe**, **Mister Bold+**, **EM Celeste**, **Roanoak Amosaïto**, **Triple A Kaibarr**, **Krystyl** (dam of **Guess What+/-**), **Pascha**, **Jubbas Jewel**, **Mor Poki**, **Bryarly+**, **Gaeh Ohadi**, **Fire Magik+/-** and **TR Magnum**.

REMEMBERING ERIC BRAND

LETTERS FROM FRIENDS & FAMILY

Eric Brand was my best friend, my husband and my trainer, a man of integrity and honesty, with the greatest respect for horses & people. Never have I met a horseman with more knowledge on horses. His gentle nature made horses as comfortable with him as he was with them. The horse industry in Canada lost one of its greatest horsemen. Good Ride Eric Good Ride...

Shirley Brand

At Eric's funeral I described him as being the Amateur's 'Champion'. He was a mentor to many amateurs who had a true appreciation of his outstanding talents and his unquestionable ethics. Eric's determination combined with his patience built rider/horse combinations that were always in the hunt for top honours in Canada and the US. He was a master of his craft.

I can't possibly tell you in a few short sentences how many things I learned from Eric over thirty years but I am truly grateful for every minute that he was able to spend with me. His friendship and his shared knowledge were very special gifts.

Gail Toly

My first Arabian horse job was with Eric Brand, fresh out of the Olds College Equine Program in 1985. I went to work as a groom for Eric while he was training at Silverhill Stables in South Calgary. I spent the first couple months scared to death of him and his dog; Eric didn't say much but I sure jumped when he did. His way with the horse was the same - quiet, but when he asked something of them they complied. I tried to learn as much as I could from Eric; I could see he was a true horseman. In the last few years I was able to reconnect with Eric through a mutual client of ours and he stabled with us at Nationals and most recently in Scottsdale 2009. Although still a man of few words, he was a professional and a true horseman right to the last show! It was a pleasure and an honor to have known Eric Brand.

Todd Ehret, Wetaskiwin, AB

Eric was a fantastic trainer and a wonderful friend over the last forty years. When Bill and I first started in the Arabian show horse world, Eric was always there for us, sharing his considerable knowledge and constant support. When Eric and Shirley returned from training and living in the US, we had the pleasure of sharing our facility with them. The time we spent together will always hold a special place in our hearts. Surprisingly, the best memory we have has nothing to do with horses - at the Edmonton Christmas party many years ago, Eric confided that he'd just met the woman he was going to spend the rest of his life with. That same woman stood by his side and helped him achieve all that was important to him through the years. Shirley, we give thanks that you were there that night. You have both given us great memories and left your mark on the equine world.

Love You. Bill and Cheryl Waldo

I've known Eric since I became involved in Arabian horses, well over 35 years. Eric was a mentor, a teacher, an inspiration and a respected friend, and that which is what we as horse exhibitors, trainers and judges honestly aspired to become. Still waters ran exceedingly deep with Eric, a gentleman of few words but with a powerful message. I believe that he'd forgotten what most of us have yet to learn. I feel very fortunate to have known Eric and I will truly miss him. The horse industry has lost one of the truly great ones.

Lewis McKim



I was in the Arabian business long ago in Scottsdale with Chuck Kibler, another huge fan of Eric's. We bought a horse sight unseen from Eric and he turned out to be one of the best horses I ever rode and won on. We were blessed to have several "Eric Brand Trained Horses" in the barn for years and it was always a pleasure (and success) to ride them. Eric and Shirley and I kept in touch after all our moves all over the country and have remained friends for many decades. We teased for all those years that I was the #1 Card Carrying Member of the Eric Brand fan club... but perhaps many have made that claim!

Because Eric was so very quiet and had such a subtle personality, few came to realize that he was one of the finest, most accomplished and talented horsemen the equine industry has ever known. Very few also knew that he was also a true gentleman, the kindest of souls and the most revered of friends. I consider it one of the greatest blessings of my life to have been considered FRIEND by Eric Brand.

With tears and the most wonderful memories...

"Marc" (Marlene) Pankow
Purcell OK

I came to the horse world later than most at age 55. Eric found my first horse. (It went lame - oops). He put me in contact with knowledgeable trainers and fine horse people (Ron and Darlene and Goeff). From time to time they would suggest: "Let's check with Eric," or "I wonder what Eric thinks." I have learned so much from them all.

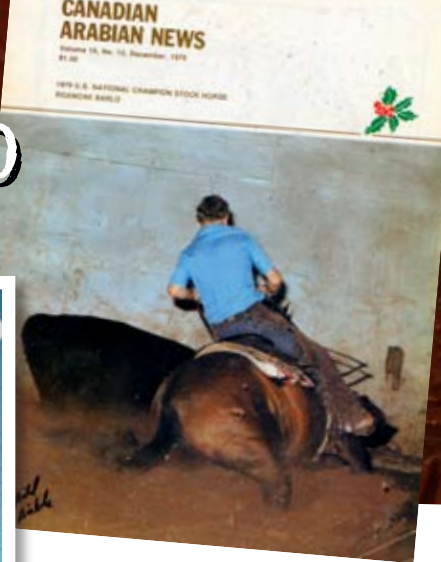
When I did well in a class, I looked for Eric in the stands. When I booted a class I was thankful that Eric wasn't in the stands. When I ride into the ring now, I try to ride like he's in the stands.

So many coffees at the kitchen counter at Eric and Shirley's place. Eric was so relaxed and kind with our disabled son, Matt. Eric was a hero to Matt. My wife Lynn, who grew up with the Brands, said it all when she quietly said to me "Ya know - Eric truly was my best friend."

Robert (Bob) Diewold, MD, Red Deer, AB

Tony and I became clients of Eric's when we sent him Bryrly+ for Stock Horse training in 1985. We won our first National Top Ten in 1989 with Eric and Bry in Stock Horse at the Canadian Nationals. Over the years, Eric trained five horses for us. Two more went on to win Top Tens at the Nationals in Western Pleasure, Side Saddle and Trail. The last horse that Eric trained for us was Fire Majik+//. Maggie won her first regional Championship (unanimously) with Eric in Western Pleasure. Eric taught his amateurs to be riders, not passengers. He was a true horseman that got the best out of every horse. Many friendships were formed with the clients in his barn. Eric was one of a kind. He was our trainer, but more importantly, he was our friend. There was nothing like riding an Eric Brand trained horse. Great ride, Eric, great ride.

Tony and Karen Caughell



LEFT Eric with Guess What+/
ABOVE The cover of the December 1979 News

On May 13th, the day of Eric's passing, I was asked by his wife Shirley to conduct his funeral but more appropriately I'll call it a celebration of his life. I was honored as I've known Eric for forty years and treasure all of the good times we've had together, usually discussing horses, horse related events or just having a Scotch and reminiscing. Eric was truly a horseman's horseman. He was, for the most part, a man of few words but when he spoke everyone listened as he had the greatest respect from his peers that anyone could ever hope for. He impacted many lives, both adult and youth, and will be forever missed by these former students and friends. It was truly an honor and a privilege to be his friend.

Sincerely, Warren Fertig

The horse world has lost a wonderful person, not only as a trainer, but as a friend. Eric trained and bred a number of our horses over the years and gave all he had to make sure that he did the best job possible. He was a true horseman, a person of his word with a heart as big as the great outdoors. He will always be missed and never forgotten.

Raymond and Candice Estock
Estock Farms, Liberty Hills TX

I met Eric in 1973 at Northlands Horse Show in Edmonton; I thought he had a nice quiet, kind way with his horses. They responded to him by doing a lot of winning. Eric trained and showed in a lot of disciplines from Jumping and English classes to Cutting and Reining and all of his horses had a "helping" of Dressage movements. That was Eric Brand, the trainer. I was impressed.

In 1976 I had a young horse that I thought Eric might be interested in and asked him to come to the farm and "have a look". He said that he might make a reiner, if he held together mentally. The rest is history. That horse was Eric's first National Champion, also his second and fifth. Over the next eleven years, twelve of my horses went to Eric for training and they all did very well. That too, was Eric Brand, the trainer. I was pleased.

Somewhere during that time, I discovered Eric Brand, my friend. We travelled to a lot of shows together; sometimes I was a competitor, sometimes I was the groom, and sometimes, just an owner, but always a friend. In 1979 I found him a wife, my friend Shirley, and then all three of us were friends.

After their sojourn to the US, I spent a lot of time with Eric and Shirley and farm-sat occasionally to give them a break. By this time I had no horses of my own, but I could go to Brand's and get "my horse fix". Life was not so bad.

During the year that Eric was sick, I learned the real "measure of the man". He was always thankful for any little thing that was done for him and never did he complain. These were hard times.

And then he was gone.

He was a Cowboy, he was a Horseman, he was a Gentleman, he was my Friend. I miss him.

Willi Krol (Roanoak)