

HOLY COW PERFORMANCE HORSES

Longtime sponsor is motivated by love for the NRCHA's horses and people.

As a National Reined Cow Horse Association Breeder Sponsor, Holy Cow Performance Horses helps provide a foundation for NRCHA programs and activities. As an Event Sponsor, the operation, owned by Nancy Crawford-Hall, provides \$50,000 in added Bridle Spectacular money each year, making those classes at NRCHA Premier Events some of the richest purses available for cow horses aged six and older. In 2013, Crawford-Hall was inducted into the NRCHA Hall of Merit in recognition of her contributions to the industry.

Crawford-Hall grew up on the property she now owns, San Lucas Ranch, Santa Ynez, Calif., a cattle operation originally purchased by her grandmother in 1924. As a child, she became smitten with horses, but for many years, could only love them from afar.

"They did everything the old-fashioned way [on the ranch], working the cows with the horses. I thought they were the most magnificent creatures I had ever seen, and always wanted one of my own. My father hated horses, so I was pretty much kept away from them," Crawford-Hall said, in the interview for her NRCHA Hall of Merit induction video.

She was 42 when she finally bought her first horse.

"He turned out to be the most wonderful ranch horse you'd ever want to have," she said, describing the gelding she rode all over her Santa Ynez property.

Crawford-Hall quickly discovered the habit-forming nature of horse ownership. After buying her first NRCHA Snaffle Bit Futurity horse in 1992, "I bought two more the next year. It was kind of addictive! You can't think about not going to Snaffle Bit any more, and now, it's so much a part of my life."

Holy Cow Performance Horses opened its doors in 1999. In December 2012, Crawford-Hall expanded the operation to Weatherford, Texas, where she and her husband, Phil Hall, enjoy the proximity to reined cow horse, cutting and reining events.

The untimely death of Holy Cow Performance Horses' stallion, CD Survivor (CD Olena x Have A Lil Lena x Peppy San Badger), motivated her to establish the \$50,000-added Open Bridle Spectacular in his memory. The inaugural event was held at the 2010 NRCHA Derby. Besides a lucrative paycheck, the name of each year's Champion is inscribed on the CD Survivor Memorial Trophy.

Holy Cow Performance Horses stands several stallions: Shady Lil Starlight (Grays Starlight x Shady Little Cat x High Brow Cat); Once A Von A Time (Von Reminic x Sheza Shinette x Shining Spark); and Nabisco Roan (Boonlight Dancer x Crackin x Smart Little Lena). The ranch is also home to an exceptional broodmare band, including leading cow horse dam Sheza Shinette (Shining Spark x Chicks And Chex x Smart Chic Olena), as Holy Cow Performance



Left: Nancy Crawford-Hall.
Below: Once A Von A Time, shown by NRCHA Million Dollar Rider Jake Telford, is a Holy Cow Performance Horses bred and owned stallion by Von Reminic out of the ranch's top-producing Shining Spark broodmare, Sheza Shinette.



PRIMO MORALES

Horses solidifies its position as a top breeder of exceptional horses.

"I have a real love for the reined cow horse and the reined cow horse people. I want to help promote it, and one of the things that has helped me stick with it all these years is the people that are involved, and the horses and what they do. I like that a lot. It's a nice, comfortable group of people to be around," Crawford-Hall said.

Learn more about the ranch at www.HolyCowPerformanceHorses.com.