

According to the Crams, their selection of shows has come full circle. The initial shows they produced not only had a grass roots focus but were also unrecognized by the various horse associations. Those shows soon evolved into ones that are regionally sanctioned.

Currently, PSJ has nine shows that are nationally sanctioned by the United States Equestrian Federation (USEF) AA rated, which is the highest rating that a show can receive.

“Two years ago, I saw an old friend at a tack store,” commented Cathy. “She said she missed coming to the PSJ shows. I asked her why they weren’t participating any more and she indicated that the PSJ series shows had become too competitive. That’s when we decided to offer the “Just For Fun” series of shows and they have really taken off,” she mused.

“You can never assume in this business, and it’s important that you maintain ongoing communications with your exhibitors. We really appreciate the feedback we receive from our customers in an effort to constantly improve to meet their needs.”

And speaking of full circle, the Crams’ presence in Camden is nothing new. They came very close to purchasing the then “Tri-Color” facility in the early 1990s but decided the timing was not right for them or their family and remained in Lexington, South Carolina.

More recently, however, PSJ has leased the South Carolina Hunter/Jumper Association (SCHJA) date and acquired the “Camden Spectacular” aka the “Queen City Classic” date that had been previously owned by Judy Young, Brian Flynn and most recently, Robbie Hunt.

“They have done a spectacular job with the SCEP (South Carolina Equine Park),”

affirmed Cathy and Rick. “We know firsthand that it’s no easy task and requires a considerable investment. We are very fortunate that the community of Camden has stepped up to the plate and realizes what an asset a show facility can be to its economy.”

“The Crams’ goals for this year’s circuit are too many shows offered within too close proximity. PSJ has remained a popular choice for many competitors by offering cash awards yet maintaining reasonable entry and stall fees. The increasingly popular United States Hunter Jumper Association (USHJA) Derby will be featured in addition to a grand prix, VIP tent and numerous social events.”

“We challenge exhibitors to read and compare prize lists,” asserts Cathy. “They will see the incentive to participate in our shows.”

“It’s always great to be able to move into a show for two weeks,” admits Cathy. “This type of schedule allows for the show and its exhibitors to minimize expenses, particularly travel and set-up / tear-down.”

“Our hope is that these shows will become a monthly destination for those returning North from the Florida circuits,” stated Rick. “Additionally, we anticipate a considerable draw from the Southeast region.”

“The economic downturn coupled with the growing interest in horse show management business has increased the degree of competitiveness. Critics believe that through making safety a priority and awarding accomplishments, it gives the rider and his/her horse the opportunity to gain the confidence needed to compete in this exhilarating sport.”