

Phelps' new staffer brings dressage experience to the office

Staff report

Dressage has become a powerhouse player in Wellington over the years. To better serve this growing sport Phelps Media Group, Inc. International has added a new member to their staff—Sue Weakley. As their newest account executive she brings experience to the PMG team, especially concerning the complex sport of dressage.

Weakley, like most of PMG's staff, is active in equine media and marketing having served as editor of *Andalusian* magazine, assistant editor of *Horse & Rider* and contributing writer to *Dressage Today*. She is also a member of the United States Dressage Federation Marketing Committee.

But she doesn't only write about the sport she is also a rider. Weakley tries to travel to Portugal at least once a

year to take classical dressage lessons on Lusitano schoolmasters. She has also served on two Iberian breed horse association board of directors, and practices what she learns during her travels aboard her very own horses.

"I am an Iberian horse fanatic," she said in a press release. "I love traveling to Europe and spending time in Portugal to improve my knowledge and increase my experience. Dressage is such a phenomenal aspect of the equine industry, and I am thrilled to have the opportunity to bring my experience in the discipline to Phelps Media Group."

Weakley has an undergraduate degree and a master's degree in print journal-

ism and has taught classes in social media, journalism and integrated marketing communications at the University of Mississippi.

"We are thrilled to have Sue Weakley join our talented staff," Phelps Media Group president Mason Phelps, Jr. said in a press re-

lease. "Sue brings crucial knowledge and first-hand experience from the discipline of dressage, and offers a unique and very personal writing style that's going to work well for us. She is the perfect fit for PMG as we expand more into the dressage aspect of the equine industry."

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WEAKLEY