

JESSICA BEIN

Bein Performance Horses



What made you decide to get into horse training? *My mom was a trainer and it seemed like the nature direction for me to go.*

How did you get into reining? *I did the all-around events as a youth and got a really nice reining horse when I was about 12. I enjoyed the reining and wanted to get more involved in the NRHA and AHSA (now USEF).*

Why is being involved with the AzRHA important to your business? *It's a grass roots organization. Bein Performance Horses focuses on entry level riders and helping them to develop into national level riders.*

What are you most proud of in your career? *I love to show, but I get so much gratification out of seeing a horse and rider I've trained be successful in the show pen. And I just love seeing my kid show and win.*

What do you like to do when you're not at the barn or at a show? *I like to cook and I like to eat. I'm kind of a 'foodie'.*

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