

Hi everyone! This is the AskAnnie Podcast horse girl reviews on products you use!

This episode is brought to you by SmartPak. Due to the challenges of modern horse keeping many horses can benefit from the support of supplements to help them look and feel their best. Every horse is different, so SmartPak has made it easy to create a customized supplement program for your horse. With over three hundred fifty supplements available and a team of equine health experts on staff to help you choose between them, SmartPak is the smartest place to get your horse what he needs. Visit SmartPak dot com or call one eight hundred four six one eight eight nine eight to learn more about how SmartPak can help you take great care of your horse today.

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Hi everyone! We feature a special guest on this episode and are so thankful to SmartPak and their CEO Frazier Cameron for being a part of this episode. We were lucky enough to sit down with Mr Cameron and discuss his background, SmartPak brands, and everything that goes into maintaining their mission of "healthy horses and happy riders". Again thank you for being with us Frazier and we're really excited to have you. Can you tell us a little bit about yourself and your life prior to SmartPak? You bet! So I was born in the U. K., spent time growing up in Australia and spent most of life in the United States. I've got three kids and I've been around horses for most of my life my brother in law is part of a racing syndicate. My sister in law has a couple warmbloods in the backyard and does dressage. So it's a wonderful opportunity to be able to take that and to make it out of what I do every day. It's really exciting to be part of a place with passion like SmartPak. I found in my research that you're fairly new to SmartPak. How are you liking it so far and what drew you in particular to SmartPak? That's right I've been here about six months now and I think you know what's really most exciting about SmartPak is just the fact it really is a company that lives its passion. We have so many riders who are excited to spend both time in the barn and time at SmartPak and to have that overlap easily is really great. Also, I think it's a company that's really clear purpose and is excited achieving that purpose. Both of those make it a real pleasure to work at. It seems like a really passionate environment that's for sure! And also a constant mission, your know how can we make things better how could we have happier riders and healthy horses. It's a great combination of bringing together simplicity and just a great customer outcomes. You mentioned your family and happy riders and I did a little bit of research and it looks like upon joining the SmartPak team that you started taking riding lessons as well! So can you tell us a little bit about how those are going? So we're in really basic horsemanship with them and I'm doing it together with my kids. I got three kids and they're relatively young so it's a great opportunity to spend time and bond and live together. It's a great learning experience it's a great time! How do you think that this riding lesson experience is helping you to be more innovative with SmartPak as a company? Well the key is really to make sure that you're a part of the environment. I've spent a lot of time in barns and you know I've been fortunate to do that previously, but as we think about what we're offering and what customers want and how we make things easier and better for riders and the horses, it's just critical to be learning more about barns learning more about how we as riders operate. Thinking about what new products as a result of that. Sure absolutely! SmartPak started as a supplement company, but it's grown to be so much more than that. A great part of SmartPak as a company is that you can purchase a variety of products to fit all your horsey needs which is so awesome. Can you explain to us that progression of SmartPak and how your model of healthy horses and happy riders has translated into this larger

product line? At SmartPak its always our point of view folks should be riding not searching and it's incredibly important that your products, supplements you know what we need is riders are available to us when we want them. Mobile is incredibly important, the correct product line is incredibly important and making sure that you know we delivering a simpler better experience for the rider and the horse is absolutely critical. What that really means then is using the product line that matches what customers need. It also requires solutions for different budgets and different levels of competitive action all the way from really cutting edge products all the way to your great products that really affective for really affective price. Creating the right range of products is paramount for delivering for our rider. So it really seems like a SmartPak has something for everyone and every budget and every type of riding lifestyle. That's right and you know we try to be quite thoughtful about that so that you know we're thinking about our riders. We make sure that you know what we are offering is what they need we also have a large number of riders here who are ready to help anytime. If folks want to think through what solution might be able to ask questions or you know they just really want to have a think about what would be appropriate for that particular solution we're here and ready to talk through what that might be. So you do often offer other brands besides SmartPak Smart supplements. What other type of supplement products can listeners find on SmartPak's website and how do these additional brands benefit the customer? While we do offer various formulas from Cosequin to Equithrive brands we make sure that we have for market place of different products that what customers want and need. We make sure as well we have great smart supplements that are a great value as well as you know really cutting edge edge technology. Offering both a range of different products that the customers could get. Again, we just really want to make things easy. We want to have what we need we want it to be a great experience to get it. We want to be confident in what we're offering and we want to be a great price. Really creating a fantastic customer experience and as far as tack, equipment and supplies go you definitely offer other brands besides SmartPaks own line of tack, equipment and supplies including Piper, Sunshield, and Ultimate Turnout Blankets. What other products can listeners find on SmartPak's website in these categories? So there's a bunch of different brands Ariat, Horseware, Weatherbeeta, Back on Track, and theres many more as well. Everyone has preferences and we will offer choices. We also want to make sure that we've got the right products with very specific objectives that we've got and that involves having range, involves having variety of brands, involves making sure that we always able to deliver what he should meet for exactly what it is you wanted. That's really awesome. Do you have a favorite go-to product or something that you see being the most popular and why? My favorite product by far is the SmartPak supplements feeding system and the reason is just because heres something that's priced very well, but gives you incredible convenience. You can change what's in at any time, it's high quality, the speed and supply of that product is much faster than any other kind of product which means it's fresh, at it's maximum potency, and sealed for use literally days before you receive it and there's no other product that has that degree of freshness and that guarantees peace of mind. The quality control that goes into those products, is so sophisticated in identifying sometimes using the manufacturer. So by far my favorite product is that and I think it's what keeps the engine burning here. If the listener has never heard about SmartPak before how do you recommend they get started in learning about your products? Look give us a call and we've got a large number of riders, their all riders and very knowledgeable, passionate they have the same interests as you have and you know these are folks who can help you think through you know what might be interesting. If you have a very specific needs in any area and you want advice, if you want to think through what a certain course might be or not this is a group or community of riders who go spend a lot of time thinking about how they can best

serve you. It's a great place to start. Absolutely and you kind of touched on that group of people that are there to help you figure out what's best for you and it seems like SmartPak is known for its customer service and transparency. Why is it vital for SmartPak to be able to connect and relate to customers? I mean I think it's absolutely crucial. We get it because we are you. Time's valuable, horses are incredibly expensive and you just want to ride. So how can we make sure that you know your horse is as healthy as he or she can be and you have time and opportunity to ride when you want to and that's really our mission; how can we make sure you've got what you need, what you want, and your horse is as healthy as he or she possibly can be. I did read on your website that most SmartPak employees are equine enthusiasts or riders, how does that help with assisting customers? It's a huge difference you know you need to be a rider to understand riders and it's absolutely crucial that you function from personal experience to product recommendations and even more than that we make sure that our folks have used the product, that they understand what it is that I know what people are going to ask any drawbacks are, what the choices might be, and there's nothing like having experienced and used the product when you go to speak to somebody else. I think it's really a very big difference because by living this lifestyle, by understanding the products, by using them it's just incredibly different situation to somebody who's selling something. I like that you said that they can really relate to the customer situation, it's so important. It really changes things and I think it's absolutely critical it helps folks find the right products for what it is they need and you know our call center is all about helping you do not selling you something. Besides calling, what are some additional resources that SmartPak offers that can help customers find the right product for their horses. Our website's got a great supplement wizard and so you can look through that and it asks about you for questions about your horse in doing so can help you think about different choices you might have to supplement. There's a bunch of blogs and videos that are interesting but from an educational point of view, I've learned a ton by looking and it was a great fun. In addition to these videos, we do a lot of in person events and trade shows, and if you'd like we can also send catalogs that give you a sense of the types of products with got and give you a sense of what's coming up in the future. I really enjoyed looking around the website and seeing all of your blogs and videos there they seem really informative and yeah really user friendly. I find it incredibly helpful and I just think it's thoughtful material every time I look at those I learned something interesting something new. I like the fact that there's different content, different topics and I just enjoy it. We've done a SmartPak episode in episode nine reviewed some products from the Piper apparel line and we really love to them. How did the Piper line evolved and what are some key highlights behind that line? It really fills a gap in the market. It's an attractive price point but it's it's very very good quality and you start to trade those things off. You really need a good pair of breeches I when you're you're riding and it's fun to have interesting colors. It's great to have a different pieces that you can actually wear quality is absolutely crucial and why not make it affordable from a price point of view. think they do a great job! It's really nice that they kind of fit into the everyday horse owners life too, you know you don't have to be competing at the professional level or anything like that in order to afford and wear them. It's really the reason we exist to create these types of products that work well, they're easy, they're effective, they're great quality, they're good for the horse and they're nice from a price point of view. Absolutely! So kind of circling back SmartPak revolves around healthy horses and happy riders, what are the next steps to continue building SmartPak product line around this model? Well you know we always a lot of work around innovation. We spent an incredible amount of research and education but all of that goes towards keeping the horse at the center of what we do. We look through the different actions that we take it's all about making things easier for the rider or the barn professional. It's about making sure that

everything we have is better for the horse and it's also about making sure that we're good value for what it is that we offer and that we support and serve our customers and our horses in the best possible way. We can just continue to build around that is cordial for what we need to do. So to finish things up, how should people contact you or contact SmartPak to learn more information. So any time you'd like to, please call the call center and all messages from there are relayed to the I'm also excited to respond so you know please feel free to do that and to contact the company in general please feel free to approach us on the web also to call the call center. Our professionals there are there for you to help and they're excited to do it. Well that's all the questions I had was there anything else that you'd like to talk about that we missed? It's great to speak and thank you very much for having me as part of the show it's an exciting time and a great time and I'm really excited to be a part of SmartPak and be a part of such a purpose and passion driven company. Thanks for tuning in! learn more about the AskAnnie podcast by following us on Facebook and Instagram @askanniepodcast. Have a suggestion for a product you'd like me to use in an upcoming episode? Email me at askanniepodcast@gmail.com or leave a comment on any of our social media pages. Find even more AskAnnie episodes anywhere you listen to podcasts including spotify, apple podcasts, youtube and many more! The AskAnnie Podcast is a production of the Equine Podcast Network an entity of Active Interest Media and the Equine Network.