



2015
WORLD'S
GRAND
CHAMPIONS

HS Daydream's
Heads Up

IT'S GOOD-OL'
OLD FASHIONED
COUNTRY LASSIE

House of
Schaffers
World
Championship
2015

FREE

Howard
Jensen



Houma
Schiffers
World's
Championship
2015
Jason

RWC, WC, WCC, WGC

Marc Of Charm

2015 Five-Gaited World's Grand Champion

By Karen Jones

There are many ingredients that go into making a World's Grand Champion – breeding, training, conditioning, shoeing and veterinary work to name some of the most obvious ones, but it may be those less tangible ingredients that propel a horse to the highest honor in our breed. Belief in an individual among those who train, own and care for a horse can be magic and in the case of Marc Of Charm, it was also persistence: never backing away from that belief until the goal was met.

On Saturday night in Freedom Hall it was clear that nearly all of Marc Of Charm's fans were ringside to watch the grand stallion finally take his place in history. Cheers followed the big chestnut around the ring as he executed his gaits, with the crowd's enthusiasm growing louder and more prolonged as the class progressed. He showed amongst a group of veterans, two of which had already reached the pinnacle of the gaited division, 2012 WGC Bravo Blue and 2013 WGC Callaway's Annabel Allison. Nearly all of the entries were highly credentialed. Roselane's Angelo and Matt Shiflet won the gelding championship earlier in the week, and Kalarama's Ultimate Choice made an outstanding show to win the stallion stake with Marc Of Charm taking reserve. When Lionel Ferreira and Marc Of Charm crossed the threshold into Freedom Hall on Saturday night it was clear that they were ready to go for broke. Georgia Bulmer Ferreira said, "I believe that getting second on Monday night took some pressure off of Lionel going in and Marc responded to that by giving Lionel everything he asked for. Marc has always been a Saturday night horse – much better in the second class than in the first."

Marc Of Charm (Santana's Charm x Pretty Ribbons) was bred by Marc Gibson, of Willisburg, Kentucky. Gibson, who passed away in 2006, was a long time blacksmith who shod for top stables in Kentucky for many years. He acquired Pretty Ribbons from Fox Grape Farm, Inc. The mare has a royal pedigree, sired by Mountjoy's Incredible and out of Yorkshire Pudding (BHF) who was by New Yorker and out of Putting On Airs. Gibson bred her four times and in this case the fourth time, a breeding to Santana's Charm, was literally the charm. Pretty Ribbons foaled a strapping, beautiful colt that possessed all of the attributes of a champion.

Carolyn Koch got her start in the Saddlebred business when she went to a horse farm to meet with a dog breeder. "I went to breed a Pug and came away with a beautiful Saddlebred horse!" said Koch.

She purchased the broodmare Charming Dreams and began a whole new adventure in she and her husband Gary's life. She first saw Marc Of Charm on his mother's side in July of 2006 at Parker View Farm and she was so taken with the two-month-old colt that she bought the colt right then and there. Carolyn's background in champion show Pugs had given her a sophisticated eye for quality even though she had little experience with horses. "I always loved horses growing up but I had almost no exposure to them. When I saw Marc bouncing around in the grass I was so impressed with his

"Success is the result of perfection, hard work, learning from failure, loyalty, and persistence."

~Colin Powell

conformation and was overwhelmed with a feeling that I had to have him. It was just one of those moments in life when you know you have to follow your heart, she said.”

When Marc was ready for training she sent him to Tre Lee who started him in harness. Lee showed Marc in the two-year-old fine harness class at the Lexington Junior League Horse Show in 2008 and won in grand style. “The crowd was so caught up with him at that show. It just gave me chills,” Carolyn said. She had multiple opportunities to sell Marc but he was always a keeper to her. The colt intrigued her and she was excited what his future might hold, as she is with all of her horses. “If they have potential I want to see what it is. It’s not about making money for us, it’s about the fun of seeing beautiful animals develop.”

That fall Marc shipped to England with Lionel Ferreira. It was the beginning of a long journey that developed an unbreakable bond between a horse and his trainer. He spent the winter gaiting the colt. “He wasn’t easy to gait because he has so much hock motion,” said Ferreira. “I couldn’t get him to shuffle so I ended up working him on a quarter mile downhill stretch on Georgia’s father’s farm. The day he grabbed his rack it was easy to finish.” When they returned to American soil the country was in for a treat. He was undefeated in his division at Midwest Charity, Lexington and won his first of many World’s Championships at Louisville. His junior year was another undefeated year for Marc, winning at Midwest, Lexington and was Five-Gaited World’s Champion Junior Stallion/Gelding and also won the Junior Five-Gaited World’s Championship.

Marc Of Charm began his quest to win the Five Gaited World’s Grand Championship in 2011. He won at Bonnie Blue, Midwest, Lexington, and was Reserve World’s Champion in the stallion stake. His first outing against the deepest competition resulted in a fifth place. This scenario repeated itself in 2012 where he won repeatedly at pre-Louisville shows, won the stallion stake at Louisville and was fourth in the championship. In 2013 he was reserve the stallion stake and fifth in the big stake, and when he came back in 2014 he again won the stallion stake and was fifth in the championship. Carolyn Koch has a good philosophy about the highs and lows at Louisville. “It’s a subjective sport much like showing dogs. I’m content knowing that Marc is truly the people’s horse. People have followed him for years.”

In 2015 Ferreira only showed Marc in one class at Bonnie Blue, which he won, and then took the horse home to prepare him for Louisville, where the continuing determination, teamwork, and the belief that this horse was destined to win came heavily into play. “He became a better racking horse than a trotting horse this year, which was the big change in him,” Ferreira said. “After the stallion stake on Monday I was disappointed, but it made me realize that I could just go for broke with him in the championship.” Go for broke he did.

When the six-horse workout between, Marc Of Charm, Bravo Blue, Callaway’s Annabel Allison, Kalarama’s Ultimate Choice, Roselane’s Angelo, and Too Sweet To Kiss was over and the numbers were in there was a hush in Freedom Hall until Peter Doubleday finally said that the night belonged to Marc. The crowd exploded and Ferreira broke into a smile to equal the occasion. “The class just came to me, every opportunity to show him presented itself perfectly and the energy and noise from the crowd pushed both of us to our peak.”

As for Marc’s owner, his longest and most ardent supporter, “It was just magical. When he came in the gate my only hope was that he would make a good show,” Carolyn said. “I just wanted his fans to enjoy him and they did. Even now, months after he won, I can’t even finish reading all of the nice articles that have been written about Marc without getting emotional!” Georgia Ferreira echoed the sentiment. “Marc is more than a horse to us. He embodies all of what I love about the Saddlebred. He always tries so hard and his offspring are the same, they try very hard. He is the center jewel in the crown of our training and breeding business.”

When asked what this horse means to him, Lionel Ferreira said, “He has an air of mystery surrounding him. He put me on a different stage than any other horse. Without him I would probably just be another number in this industry. I just hope that I can give back to the industry what this horse has given to me and my family.”

Marc Of Charm (WGC, WCC, WC, RWC) | 05/14/2006
Santana’s Charm X Pretty Ribbons by Mountjoy’s Incredible

Supreme Sultan	CHValley View Supreme (WGC, WC)
Sultan’s Santana (WGC, WC)	Melody O’Lee (BHF)
Grand View’s Majorette (BHF)	Golden Thunderbolt
Santana’s Charm (WCC, WC), 1981 ch.	CHAmerica Beautiful (WGC, BHF)
Vanity’s Belle	Sensation Rex
Vanity’s Sensation Of Crebilly	CHMeadow Vanity (WGC, WC, BHF)
Ky. Cardinal Belle (BHF)	CHKing’s Genius (WC)
Mountjoy’s Incredible	Beverly Belle
Flight Director	CHWing Commander (WGC, WC)
Aristocrat’s Gal	Clear The Entrance
Mountjoy’s Incredible	Mountjoy’s Aristocrat
Pretty Ribbons, 1997 ch.	Beau’s Gal
New Yorker	CHYorktown (WGC, WC)
Yorkshire Pudding (WC, BHF)	Sandalwood Stonewall
Putting On Airs (BHF)	Mr. Magic Man
	CHSupreme Airs (WGC, WC, BHF)

Marc Of Charm currently has thirty-one registered get and many of them are doing very well. One of his colts, Riverdreams’ Marc My Words won the Two-Year-Old Three-Gaited Championship at the UPHA/American Royal this year. “His colts have a lot of loft and push and I love that about them,” said Ferreira. They are good thinking too. Marc My Words flat walked up to the arena at the Royal, just like Marc does. The colt made an outstanding show and flat walked back to the barn. Marc also passes on his great personality. I love working his colts.”

The future for Marc Of Charm looks promising. “He will be standing to the public in 2016,” Carolyn said. “My hope is that he will make a huge contribution to the breed. The Marc kids are looking very promising so far!” And for all of Marc Of Charm’s fans – the horse with the unusual marking on his face and flying flaxen mane will be making one last special appearance in Freedom Hall next year on Friday night for his official retirement ceremony.

