



Betsy Juliano Supports Dressage4Kids Business Assist (BA) Program

Dressage4Kids is proud to announce the sponsorship of the D4K Business Assist (BA) Program by equestrian philanthropist and Havensafe Farm owner Betsy Juliano. Her support will help expand opportunities for equestrian professionals to build strong, sustainable businesses - benefiting not only individual careers, but also the long-term health of the sport.

Betsy is widely recognized for her leadership and investment in U.S. dressage, including her support of Olympic-level athletes and horses. Her philosophy emphasizes building strong systems around riders – providing the resources, education, and infrastructure needed for long-term success.

The Dressage4Kids Business Assist Program was created to help equestrian professionals develop essential business skills such as financial planning, goal setting, branding, communication, and organizational strategy. Participants work through a structured curriculum while collaborating with peers in a cohort-based environment, gaining both practical tools and a supportive professional network.

“For many talented horse professionals, success depends on more than just riding ability,” says Lendon Gray, Olympic dressage rider and founder of Dressage4Kids. “It also requires business knowledge and planning. Betsy’s support allows us to provide these resources so participants can build sustainable careers that ultimately strengthen our entire industry.”

Betsy shares, "I'm excited to support this initiative. I am a business owner and realize that in addition to talent as a rider and trainer, a professional needs to understand and navigate the fundamentals of the business world."

Dressage4Kids also extends sincere appreciation to the community of supporters who have helped make the Business Assist Program possible. In addition to Betsy Juliano’s leadership support, Dressage4Kids is deeply grateful to Wendy McKelvy of Iron Horse Dressage and to an anonymous donor whose early investment helped launch the program. Their collective commitment reflects a shared belief in the importance of equipping equestrian professionals with the tools needed to succeed.



Elizabeth Juliano and Big Tyme, a horse she competed in the amateur division
photo credit: Phelps Media Group

To learn more about the D4K BA Program, go to: <https://dressage4kids.org/programs/d4k-business-assist-ba-program.html>.

About Dressage4Kids

Dressage4Kids, Inc. is a non-profit 501(c)(3) organization incorporated for the express purpose of providing educational and competitive opportunities for youth riders and the adults who support them.

<https://dressage4kids.org>

Check out our videos on YouTube

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Dressage4Kids Inc | 21 Lake Avenue | Bedford, NY 10506 US

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