

Dallas Schwerdt Biography

My name is Dallas Schwerdt. I am an NRHA Professional after being a non pro for 13 years. I have a Bachelor of Science degree majoring in both Economics and Agricultural Business with a minor in Communications. Currently I juggle between running Swartz Performance Horses Ltd and our oilfield construction company. Fortunately I am in a position that allows Swartz Performance Horses Ltd to run as a boutique operation, accepting only 2 – 3 horses per month for training and a limited number of Non Pros. Both businesses take up a major part of my time but when the opportunity arises I also enjoy barrel racing, reading and skiing.

From 2012 – 2017 I held my certification as a NRHA Show Secretary and sat twice on the Reining Alberta board with the second time resulting in resurrecting the Reining Alberta Provincial Challenge. This program held a special place in my heart as it is the reason I started to rein 14 years ago. It is designed to move grassroots competitors from the schooling shows to attend a Reining Alberta Classic show. The idea is by getting them to a Classic show, they recognize that it really isn't that scary. They start to attend more shows, look for more coaching, change horses and the list goes on. Ultimately these are the people that end up growing our industry.

I have been fortunate to be involved in reining in many different facets. As a Non Pro, I qualified and showed at the AQHA World Show, was the AAQHA Rookie of The Year, qualified and competed at the NRHA North American Affiliate Championships as well as rode a few different horses to NRHA class successes. As a NRHA Professional I helped my husband, Garry, qualify for the 2017 NRHA L4 Non Pro Futurity Finals on a horse that was completely trained by him. In 2017, my first year coaching, I also had 4 Non Pros qualify for the NAAC and one ended up top 10 in the Rookie of the Year. As an Owner I was fortunate to have Casey Deary show Arc Gunna Mar Ya to a 2015 NRHA L4 Futurity Finalist position. As a supporter I have brought Casey Deary to Alberta numerous times for 3 day clinics, allowing for other Reiners to continue to develop new training techniques and skills. As a producer I started and ran a very successful NRHA show in Northern Alberta, attracting competitors from all over the western provinces.

The position on the Reining Canada board would allow me to support my passion of reining at another level. It would give me the opportunity to understand the inside workings of Reining Canada and the NRHA as well as allowing me to make a contribution towards the future of reining. I truly appreciate the opportunity to present my interest in a position on the Reining Canada board and look forward to being a constructive part of the reining industry.