

Betty Yopko Weibel Equestrian Background

A lifelong equestrian, Betty was a successful junior and amateur hunter/jumper rider. She graduated from Lake Erie College with majors in Equestrian Studies and Communications. While studying at Lake Erie College she spent her academic term abroad riding in Ireland and completed the British Horse Society Instructor certification, later running riding programs at several Cleveland area barns and riding camps.

While working for a Cleveland public relations agency early in her career, she was Director of Public Relations for the national American Grandprix Association (AGA) from 1981-1985. Betty oversaw public relations and sponsorship fulfillment for the AGA's national grand prix series and was instrumental in introducing the sport of show jumping to media around the country. She also worked for Stadium Jumping, Inc. at the Winter Equestrian Festival in Florida and developed their weekly equestrian newspaper, *WEF NEWS*.

Betty has handled publicity for a number of major horse shows including the National Horse Show at Madison Square Garden, Washington International Horse Show and San Francisco Equestrian Festival, and assisted with several World Cup competitions held in the United States. She worked closely with the USET's (United States Equestrian Team) public relations office to promote all international equestrian disciplines. During her equestrian career she has also written and promoted polo, carriage driving, endurance, rodeo/bull riding, vaulting, and other equestrian sports.

She was a freelance equestrian commentator for various PBS stations and ESPN. Betty has written as a freelance journalist for the *Chronicle of the Horse*, *Pony Magazine*, *Everything Horse and Rider*, and a number of other equine publications. She continues to cover equestrian topic assignments for the newspaper, *Chagrin Valley Times*, and monthly lifestyle news, *Currents*.

After getting her feet wet ghost writing a book, in 2014 Betty authored her first nonfiction book, [*The Cleveland Grand Prix: An American Show Jumping First*](#) (History Press/Arcadia). That book led to numerous speaking engagements on the history of show jumping, and she consulted on a museum exhibit at the U.S. Hunter Jumper Association's Wheeler Museum in Kentucky. In 2019 she released her inspirational nonfiction book, [*Little Victories: A True Story of the Healing Power of Horses*](#) (Brown Dog Books.)

A volunteer in the operation of the nonprofit Chagrin Valley PHA Horse Show for many years, and an active supporter of Fieldstone Farm Therapeutic Riding Center, Betty served on the Boards of Trustees for both organizations.

Today Betty works full-time at her Chagrin Falls marketing and public relations agency [Yopko Penhallurick](#) with the team of eight talented public relations pros handling equestrian-related and non-equestrian clients. She remains active in the equine world as an owner and rider and starts each day in her barn cleaning stalls and caring for her horses, Luminaire (a retired show hunter), Snickers (a retired therapeutic riding pony) and Moose (a senior rescue mini-horse who thinks he is a dog.)



Betty with Moose (left) and Lu (right)