

PARD'S WESTERN SHOP

Our customers are customers for life because they know they can count on us.

Filling the needs of horsemen since 1968.

In 1968, Drew Butzow realized there was a need in Illinois for a western store where horse people could buy everything in one place. Being a “take charge” sort of guy he decided he would build a store and fill the need. Pard's Western Shop has been doing just that, filling the needs of horsemen and western wear aficionados, since 1968.

While Drew is still involved with the stores, he has passed the reins of the everyday business operations to his son, Mark Butzow, and daughter,

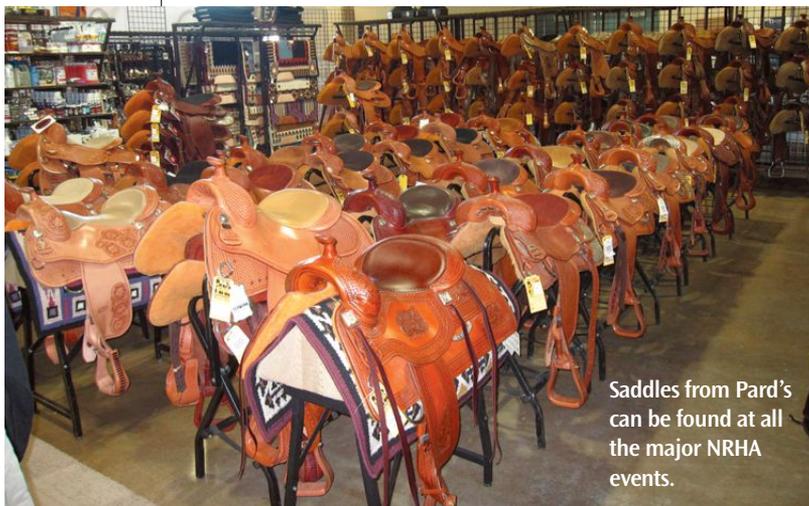
Angie Albers. With two stores in Illinois, one in Urbana and one in Milan, a mobile store and the website, Mark and Angie certainly stay busy.

With their dedication to quality products, Pard's has provided boots, hats, jeans, saddles, and tack to horsemen in Illinois and worldwide for more than 40 years.

When asked what she attributed their success to, Angie replied, “Quality merchandise and great customer service. Our customers are customers for life because they know they can count

on us. They can just pick up the phone if they have a question, and we will make sure they get what they want and when they want it.”

In this day and age of automated telephone responses and websites where you are not even sure a “real storefront” exists, Pard's is a breath of fresh air. Pard's clients know they are dealing with a “real store” with a convenient mobile store and internet features, working together to the benefit of the customer.



Saddles from Pard's can be found at all the major NRHA events.



Most people know that Pard's sells lots of quality in-stock merchandise everyday; however, they may not realize Pard's fills specialty custom orders as well.

"We can take care of just about any tack, clothing or supply need in the horse industry," Mark Butzow said. "If you want to buy something off the shelf, like a great pair of boots or a really nice show saddle, we have what you need. But if you want a customized saddle with ostrich seat and inlaid leather work, we have you covered there too." This is why Pard's is called the "Horseman's One Stop Shop."

While Pard's goal is to have every customer satisfied with their shopping experience, they also like to give back to the community.

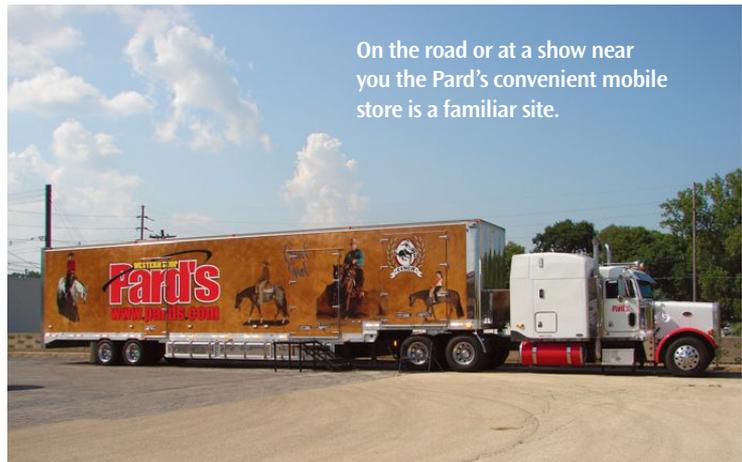
In 2010, Pard's renewed their long-standing commitment to the NRHA by continuing their Corporate Partnership. Mark was excited about this commitment.

"I believe our new partnership format of giving gift cards as awards is a winner for everyone. It allows recipients to apply the balance toward any item in our store—from tack and saddles to boots and jeans. They can shop with us at the shows or use it on our newly upgraded website pards.com."

At the 2011 All American Quarter Horse Congress and the NRHA Futurity & Adequan® North American Affiliate Championship Show, Pard's will start a new tradition in customer appreciation. The store will be handing out coupon-filled calendars with photos submitted by Pard's customers through the website.

"I was overwhelmed with the response to this contest—not only by the hundreds of photos submitted to the site but also thousands of votes the photos received," Mark said.

Every calendar month will display a different feature photo as well as lots of coupons for people to use when they shop at the store, at the mobile store or online. No matter where you like to shop, Pard's has you covered! ♦



On the road or at a show near you the Pard's convenient mobile store is a familiar site.



The Butzow family.



Pard's "The Horseman's One Stop Shop."