

# The Score: Wesley Thorp's Latest Business Ventures

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This is Chelsea Shaffer, and this is season four of “The Score”. You all have listened to this podcast, three quarters of a million times, and we are here in season four to bring you even more of what you love.

Wesley Thorp, a five-time NFR qualifier and the 2019 world champion healer, is on the short score, brought to you by ADM animal nutrition. Wesley has been so handy with the heel rope from such a young age, starting at the U S TRC ropings all the way up to now the pro ranks. Um, and on this episode, it's a little different, we're not really talking about his role.

We are talking a bout his new business ventures. So if you are curious as to what Wesley Thorpe has been up to for the past year or so. You want to listen to this episode? He tells you all about it here. Uh, and all I can say before you listen to this episode is get ready to download the app. Come the beginning of September, 2021.

And there's a few other things. So enjoy this episode and hear from Leslie Thorpe on his journey in the business world. ATM's Ford's first glow feeds are ultra premium feeds for your equine partner for every stage. Each bag of glow feed includes grow strong minerals inside tract, which is a unique supplement to optimize hind gut health butyric acid, omega, flax, and natural source vitamin E allowing you to feed the best to the one you love most.

Learn more and find your dealer@admequine.com. That's a D M E Q U I N e.com. Well, Hey, Wesley, has it been pretty good? How about you? I'm doing well. Um, so I know you have been home for a while. Um, you know, tell me, tell me what you've been doing at home lately. Well, we just got home about, I guess, right after Cheyenne a week or so ago, and the place was a little drawn up when he got back home.

And of course, since we're a little out of shape, Everything seemed to be kinda, kinda in touch for a while. So we've been kind of getting stuff back daughter around here and worked out a few little other things we got going. Yeah. Yeah, definitely. Um, and those few other things you have going, um, let's talk about that.

I know one thing is the equine exchange. So, uh, can you kind of just tell me a little bit what, what that's all about? Sure. So equine exchange as an app, uh, to promote your horses, to drive people to your horses, your horse programs, um, to follow horses, you know, competition horses. Um, it's got a lot of features within it to where you can see what horses are for sale at the ropings and see the team numbers.

Kind of follow just to where you could always be looking for your next course or to help you promote one of yours that you have for sale. And there's a location features to see how far certain horses are from you and how to find them. And just trying to make it a simpler process to find the right horse for everyone, or to help them put the horse in the best way.

And it started because I was, you know, I was. Trying to build my horse program and worked on that the last several years. And I was trying to find a way to, you know, increase and expand and it just fit really well. Cause the guys, Sean Gray at Ashton Walton called me, um, and I'd known Sean for a long time, but I got to know him and asked him through a horse I bought from him and they had this idea how to promote, you know, horses that were for sale.

After real friends and stuff like that. So I kind of thought about it and I'm like, you know what, that's a great fit for what I'm trying to do for my host program. So I don't see why it wouldn't be a great fit for everyone. Um, so we just kind of took it and ran with it and been working on it now for the past year and a half or so.

And, uh, it's been, been pretty fun projects. It's kind of one thing, you know, dominoed into another, it started out as a small idea of just, you never know what horse was for sale and it just kind of expanded and took off. So we're excited about it. Yeah. And so your app is supposed to be launching this month, correct?

That is correct. The app is actually finished and it's at apple right now. It'll be released. And once we get that done, we'll put our content on there and horses there for sale and different things and just make sure it's running exactly how we want. And then first part of next month we'll be released to the public.

So. Gotcha. And by the first part of next month, just in case, cause there's a podcast when people are listening of September,

in case people are listening to this far down in the future.

Gotcha. Well, what, uh, you know, what, what are the challenges you face with, or, you know, the challenges. And the successes you've faced,

uh, the challenges would be just a lot of, they're just a lot of moving parts and a lot of, uh, things anytime you're dealing with, uh, we had a brilliant, it was a very cool project for me to be. Um, just to learn more about, you know, how coding worked and algorithms and dealing with the developers on our project.

Um, I guess the hardest thing would be at first, it was hard to, they were so dang smart that, um, you sure had to get up to speed, to learn about some things. Um, but a very positive thing that I, I learned a lot through this project and, um, Things that they kind of taught me and showed me. And it just things that were, seemed really, really complex to me at first.

So that even well, that became to be more relevant into the conversations. And so it was a very good learning process for me to kind of spend some time and a little bit different space. Learning about, you know, different marketing things. And, um, I spent a lot of time learning more about marketing and, uh, you know, how to use social media better and how it worked and, and certain, you know, a little bit.

You know, more complex way of, of how it works. So that's been a pretty fun process for me. Yeah, no, that's awesome. I mean, not to say your Facebook was lagging or anything, but I've

noticed like your Facebook's very user friendly and. Um, you know, people want to go look at your stuff, so that's, I'm in marketing.

Sure. Yeah. It's true. It's it is taught me the value of good marketing, you know, there's, um, marketing's not very valuable if it's not done right. But if it's done correctly, it's extremely valuable. So yeah, I've definitely learned a lot about it. Yeah,

definitely. I know, unfortunately, a little bit. What challenges face being on the road business venture? You know, there was times where I, it was a little bit challenged with having a PA. Pretty important conference calls or zoom meetings and being, you know, having different types of service. Or it was a two week timespan we're in the mountains, which we had a great time where we were, but it was very hard to have any connection or service to deal with.

Some of the things we were trying to get through with some of the last minute, you know, finishing up some things. So that, that would probably have been the hardest part was just communicating and being on the road doing so. Yeah. Yeah, that's what we were in the truck by two kids were with us. So it was, you know, they would, uh, developers and partners on the project.

They kind of got some interesting noises in the background. I'm sure. Um, but the fun thing about it, though, a lot of the people, uh, uh, part of the app and, and getting it going and get fit for, it was actually out on the road rodeo and a lot of contestants. So. Um, the team ropers, a barrel racer. I got to really interact with so many people and get a lot of feedback and, um, some different things of, of the people hands-on I even got to meet with different horse programs while I was on the road, uh, you know, breeding programs and things like that.

And it was really a good experience for me. Um, I think it was more beneficial than that to actually be done working on this project because Sean had asked to very smart, both have several successful businesses themselves. They kind of held the Fort down and took care of a lot of that sidewalk to kind of communicate with people in the, in the trenches a little bit on give some real honest, solid feedback on what they like to see or changes or what would benefit them.

So that was, uh, I feel like anytime you can get that much advantage with having good feedback from your consumers, it's always kind of a leg up. So, um, I feel like that was really beneficial. Yeah, definitely in a, I know you guys kind of got on your, on your team, you know, like Luke brown, buddy Hawkins, Patrick, Colton, Cody, you know, all these guys, what are they doing within the, within the company?

Sure. So ideally I wanted to give all, I mean, I'm really friends with all of them and, uh, you know, some of the guys that, um, like even. Walton and guys like that in the past that have helped me so much and just different things I kind of wanted to, for one, they all have good horse programs and good training methods, and they've always, you know, selling a few horses a year has always been kind of part of their business.

So, um, I kind of wanted to give them that opportunity to be involved and, um, And just promoted it. If it was something that they saw that fit their interest or business. So they all definitely took an interest to it and thought it was a good fit for their program as well. Um, which I thought it would be since it was such a good fit for mine.

So I kind of just thought it would be good for them to apply their horse programs and be involved and also help them find their horses with prospects. And we've actually, I'm guessing cow, horse guys involved on, on being a part of it. Um, you know, I'm a big, uh, you know, I, I'm a big believer in those kinds of horses and making the best kind.

So, um, I just saw it. There's a good fit for kind of my friends and guys that are associated with all the time. If I can bring some value to them. And, um, they saw value in that too. It was kind of a good fit for both sides. So that was kind of how that all came about. Everybody really took a big interest in being involved.

I didn't want to force it on anyone, but it definitely didn't want to not give anyone the opportunity. And everyone seemed to really want to be involved as much as possible. So that's been a pretty cool. Yeah, no, that's awesome. I mean, and all those guys are great that you have on the, um, you know, within my, within the brand too.

So that's awesome. Um, and like you said, like for guys like that, they can go to this app to look, look for prospects. So, so basically for anyone that's going to download this app, they can look from anything from a program Calibre horse to a horse that they, you know, it's kind of been started, that they can purchase your finish.

Sure. Yeah. And that's the, you know, the idea of it, a lot of filters, you know, you can search price range, you can search age turns all different kinds of things, but you can also follow your favorite programs or trainers to where, you know, anytime they put a horse for sale, you can get a notification or an alert if you're looking and all the P you know, if you run across the street and you're looking for a horse, you can put all the people that you're interested in.

Watch lesson, anytime they put one for sale, you'll get a notification. So it's pretty detailed in a sense of kind of feeling like you have first, right to first viewing rides to some of the favorite trainers and people that fit their style. So, um, that's, that's kind of the gist of it. Perfect. Well, uh, what, you know, if there's anything else, what else do you.

Do you know, our listeners and anyone in the team roping industry or not in the team roping industry, what do, what do they need to know about, um, about the app? Or is there anything else that you would like to share about it? Um, the goal for me was to, you know, sell that product, to find horses the most efficiently and save them time and, um, just be able to get to them faster and actually saved money, finding them and being able to pinpoint more horses in one location.

You know, just be able to get their hands on them more efficiently, but then also trade amongst themselves because it's not just. All professionals that's for the world series guys, to be able to trade horses amongst themselves. If they outgrow one or get their number is to me kind of a step up, they can, one man's trash is another man's treasure.

So that's kind of the whole theory behind it is be able to, it's kind of for all levels and all handicaps and disciplines, to be able to find exactly what they need to most efficiently. Yeah, no, I'm excited for it. Like I know you and I talked before, um, And I, I can't wait to download it and look because I'm kinda wanting to start looking for a new head horse.

So that's perfect. That's exciting. Um, well I know, uh, you know, along with the equine exchange, there's a little, some other news for team ropers out there. Correct. What, uh, Arizona, I hear Arizona what's going on. So in Arizona, my good friends, buyers, uh, Bert McGill and his wife manage a facility in Scottsdale.

And you know, he's a, he's managed it for a while now, and they've really done a great job, keeping that facility up and. Building it up and, uh, they're, they're doing some expanding on it and going to really try to make it a really cool place to spend the winter in Arizona. And, uh, I have a lot of jackpots and practice sessions and lessons and different things like that in place the board, you know, board horses have horse care and things such as that.

And instead of really good location there and Scottsdale right by all the nice restaurants and hotels and things. So it's. You know, not very far from the airport and it's just a great location to really go up. And there's several arenas right there. Um, lots of space and they're adding on to it as they go.

So just a cool place to spend some time in the winter while the weather's good. And, um, we're definitely going to be doing some stuff with them as well. So we're excited about that. Just showing Arizona. One of the cool things about is it's really close to multiple other arenas around there. Um, there's plenty of room for, you know, horse boarding and keeping people can go back and forth from home to flying in and out and have full-time horse care different.

There's going to be different things offered to the public. As far as that goes, five, I thought was really cool and beneficial and, um, super convenient. Really? Yeah. No, that's perfect. That's I, I'm excited to see everything that that's going to entail. Down. I mean, Arizona is such a hotspot in the winter, so that's yes, there's, there's so much activity there in the winters with her.

It kinda needs to be some more space for the overflow. Trapped could be a pretty, pretty hot spot to be in, in Arizona. But as fast as it's growing, it's hard to, hard to keep up with the demand that there. Yeah, definitely. I know you don't have too much, too many more details, but PR for you on a professional level with just your roping, are you gonna, you know, every now and then some of the pro guides come out for the title sites and all those big on ropings is Wesley.

It's gonna come jackpot in Arizona. Sure. I'm I'm sure you're gonna see me quite a bit in Arizona and, uh, definitely, definitely going to be, um, Um, what a part of what's going on out there. And I've definitely been wanting to get my foot in the door out there cause it sets a fun place to be. It's the weather's good.

It's kind of exactly what I, you know, I like to do teaching and, um, training some horses here and there, so it kind of fits what I'm working towards. So I definitely think you'll be seeing

plenty of me. Awesome. I can't wait. I'm sure our listeners can't wait. That's going to be, that's going to be awesome.

I'm looking forward to it. Awesome, Leslie, I sure appreciate it. I sure appreciate you sharing more information on your business ventures and can't wait to see what else is coming in the near future. You bet. Well, thank you for having me. Yeah. Thank you. Thank you all for listening to the short score today with Wesley Thorpe.

I hope you guys are excited for this new app. The equine exchange that he is. He is coming out with and, uh, look forward to, what's going to be going on in Arizona. I know I cannot wait to hear more about all of that. So stick with us. I'm sure we'll have more updates, uh, as they become available. And don't forget, this episode is brought to you by ADM.

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