



Julie
DANIEL

BUILDING A LEGACY *that lasts*

BY N I K A O S U N A

Today, trainer Julie Daniel is known for her multi-National titled string of clients and horses, and of course for her thrilling Open Mounted Native Costume entries. She has been a fixture in the show ring for decades, and has produced some of our industry's great horses and riders. However, what Julie is building behind the scenes and outside the barn is perhaps her greatest contribution to the Arabian world yet.

Julie Daniel has built her program from the ground up and gone from receiving the horses nobody else wanted to work with to putting forth some of the best youth and amateur horse-and-rider teams in the industry. This success came, of course, through hard work and perseverance. However, that's not the only thing that has made Julie's program what it is today. Julie has taken equine marketing to a whole new level for the Arabian industry, utilizing the power of social media creatively to market her sales horses, promote her riders, and bring in newcomers to Daniel Training Center and Apex Riding Academy.



Osteen
Schatzberg®
2025



The daughter of trainer Debbi Hasler Ferranti, Julie was practically born in the saddle, and she's always loved a challenge. "As I grew into a fearless teenager, I naturally found myself drawn to working with the tougher, more challenging horses — the ones who were sour, misunderstood, or needed extra time and patience," she explains. "That's really where my passion for training began. Over time, this evolved into a business focused on helping those horses, teaching young riders to handle them, and eventually guiding dedicated young riders to train horses themselves."

Passionate about her business and her goal of helping riders and horses achieve their potential, Julie has always been an innovator when it comes to promotion. It all truly began in 2004, when Julie moved her training operation from Michigan to Utah and needed to advertise in her new locale. This was the same year Facebook launched and social media as a whole was really beginning to gain traction. Julie immediately saw the platform's potential to bring her business — and the Arabian breed — to a brand-new audience. She had learned that advertising her lesson program in equine forums and magazines didn't reach those in the community who had no connection to horses yet, so Facebook became her main point of contact with those individuals. Almost exclusively through social media marketing, she has brought in countless newcomers over the years who had no previous equine experience. Julie was also one of the earliest trainers to utilize social media to advertise her sale horses and has sold hundreds of horses this way over the years.

Julie's innovative approach to promotion has forever changed her business. Almost every rider that Julie has put into the ring in the last decade started from the very beginning in Apex Riding Academy. Not only has this brought more people into the industry, but it has also helped Julie build something sustainable. She loves starting everyone from the very beginning, giving them a solid foundation, and knowing her riders so well that she can pair them with the perfect horse for their skillset. The Apex program is designed in tiers, giving families a gradual introduction into the equine world.

"We've designed our program to offer structured levels, starting from the very first ride for someone completely new to horses all the way up to in-house tournaments, Academy shows, and eventually our lease program," explains Julie. "This tiered structure is so important for keeping families involved because it gives them a clear bird's-eye view of what's possible if they choose to stay in the horse world, whether that's just riding for fun or working toward competition. It also allows families to gradually climb the financial and time commitments at their own pace, fully understanding what's involved at each stage. This approach has made it much easier for us as a training business to guide riders toward eventually owning their own horse — and to keep them invested in the journey."

Many of the families who started in Apex have become permanent fixtures of the industry; two notable examples are Kasey Moffat and Lauren Stephenson, who began riding with Julie from a young age and are now trainers in their own right under the DTC banner.

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- JULIE DANIEL

Julie’s passion for riding program structure and breed promotion has only grown alongside her business, and she is continuously working on projects to fuel that interest and help her fellow industry professionals through website design, marketing services, and her blog titled Riding Instructor Development and Education (R.I.D.E.). She plans to develop R.I.D.E. into a course for new instructors to help walk them through all they need to know on the business side of running a lesson program. As she has worked on putting her R.I.D.E. course together, she discovered a larger need for business tools and resources for existing programs, too.

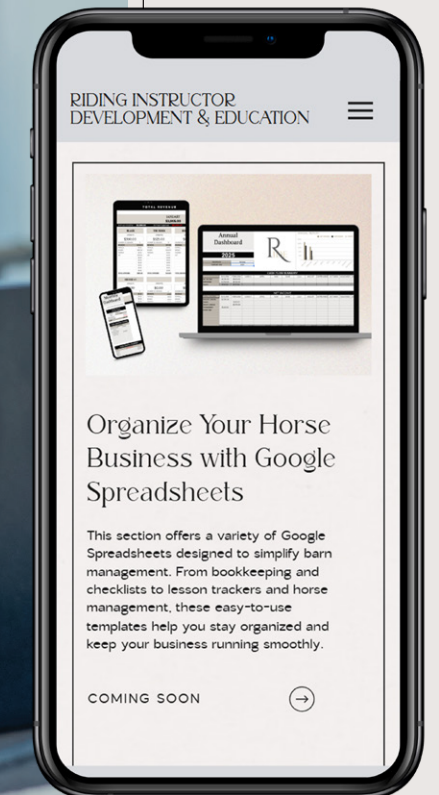
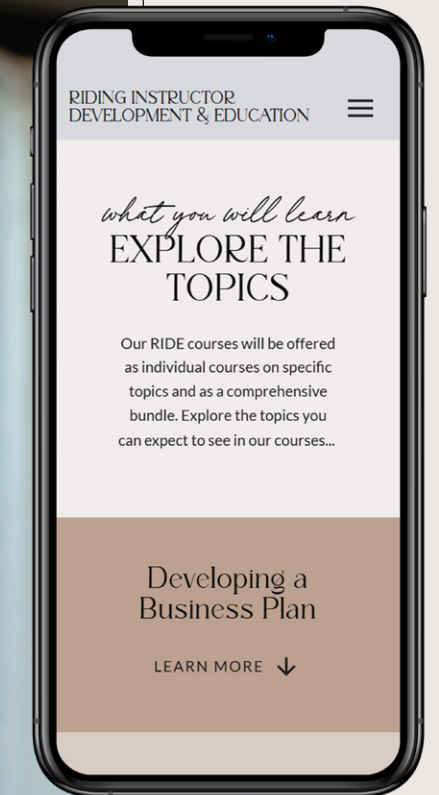
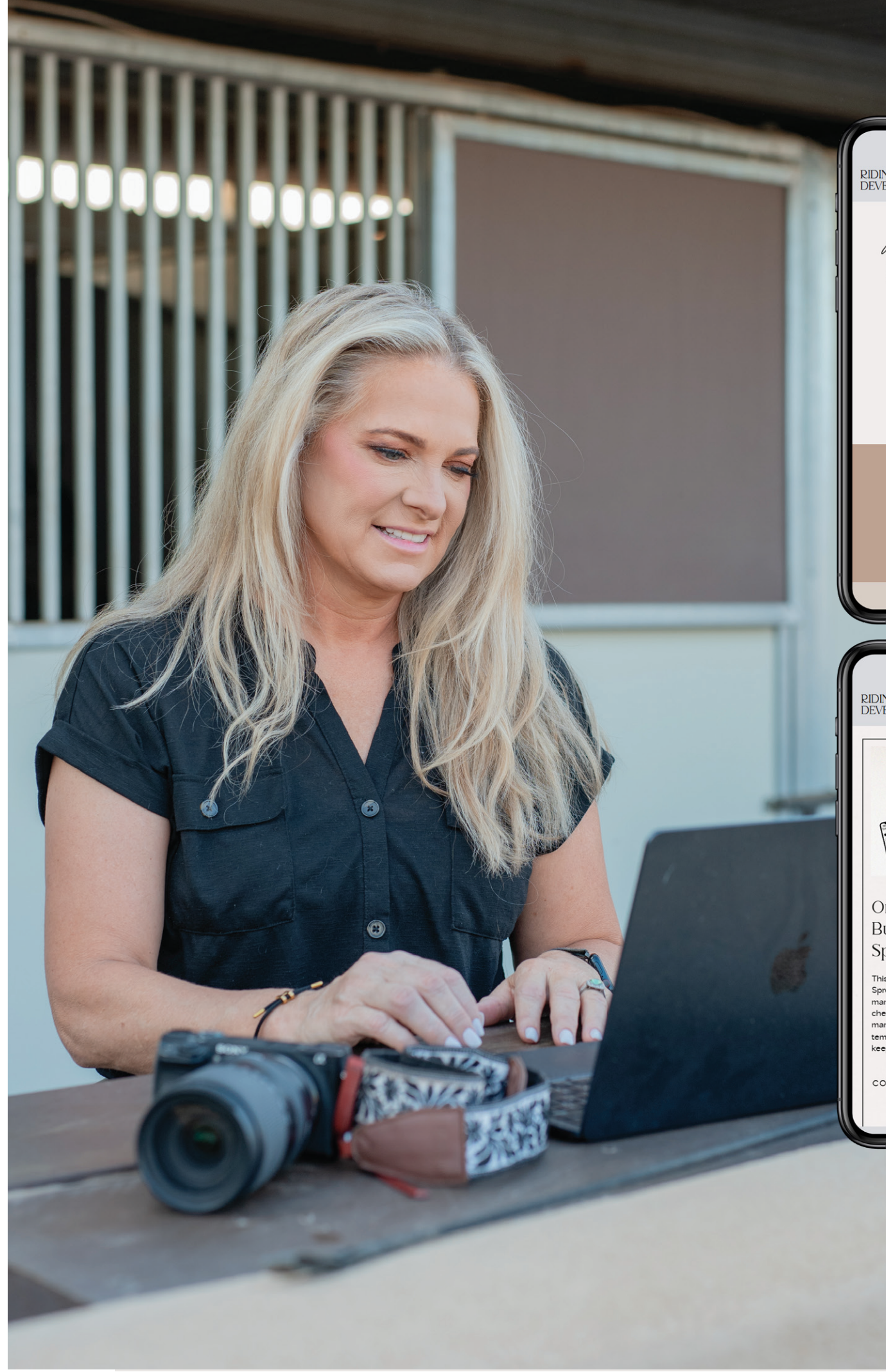
“That’s what led me to launch JD Barn Office — an online resource offering digital and printable products for the horse industry,” says Julie. “Whether you run a lesson program, a training business, or you simply own horses and want to track your expenses, there will be tools to help. From income and expense spreadsheets to printable worksheets for camps, barn maintenance trackers, and more — it’s all about making the business side of the horse world more manageable. I’m really excited to bring this to life!”

Julie explains that utilizing these tools in her own business has given her more freedom and flexibility, even while maintaining a sizeable show string and busy show schedule. By keeping the business side of things so organized, she is able to effectively manage her, Kasey, and Lauren’s time and energy. Most importantly, she has built Apex Riding Academy and Daniel Training Center into impactful programs that are contributing to the longevity of our beloved industry — something that many trainers are currently striving toward.

Julie encourages her peers to embrace the digital age and allow it to take their businesses to new heights as well. “Change is always hard, and I think that’s especially true in the horse industry,” she explains. “Most trainers spend their days fully focused in the barn working with horses and clients and rarely have the time to sit down in front of a computer. For years, our businesses survived on word-of-mouth, printed flyers, and building a reputation in the show pen. But the world has evolved, and so have all successful businesses — ours shouldn’t be any different. The digital age isn’t just a trend; it’s how the world operates now. Waiting until you ‘have no choice’ to learn it is simply not a smart business decision. Embracing social media and digital marketing is essential if we want to grow, stay relevant, and create more opportunities in this industry.”

Always looking to the future, Julie Daniel has built a multifaceted legacy for herself, with dedicated, lifelong horsemen and women continuously being produced out of her barn. Her own co-trainers, Kasey Moffat and Lauren Stephenson, are a testament to the efficacy of Julie work. JD Barn Office, which launches this summer, is simply the continuation of Julie’s passion. As she brings her decades of experience and dedication to trainers and instructors nationwide, Julie is cementing herself as one of our industry’s great advocates and innovators. 

INNOVATION



To learn more about ▲
RIDE, JD Barn Office and
all that Julie has to offer,
visit julierdaniel.com.