

**The Equestrian's Concierge** is a specialty retail store that caters to the needs of equestrian athletes and their animals, supplying them with best-of-breed products and services.

**Our goal** is to provide exceptional service and merchandise in a friendly, professional environment and be the gold standard for customer convenience and services.

**We offer** tack, apparel and supplies as well as these unique services:

- Blanket cleaning and repair
- Tack and leather repair, cleaning and care
- Treatment and reconditioning of fine saddles
- Monogramming, embroidery, leather stamping and name plates
- Personal shopping
- Custom ordering for horse and rider
- Photo and video services
- Marketing services, graphic design, logos and advertising
- Trainer services and barn delivery



 Ashley Matchett Woods 

*Owner/Manager*



### **The Equestrian's Concierge**

Ashley Matchett Woods

Ashley@EquestrianConcierge.com  
www.EquestrianConcierge.com

Store: (707) 778-1113 / Fax 1115  
Cell: (415) 847-8815

**(707) 778 -1113**

7600 Lakeville Road • Petaluma, CA 94954  
at Sonoma Horse Park  
www.EquestrianConcierge.com

# Ashley Matchett Woods

Owner/Manager – The Equestrian's Concierge

The Equestrian's Concierge marries the personal passions of Ashley Matchett Woods: her life-long love and involvement with horses and her twenty year commitment to branding, marketing and customer service.



Ashley created brand strategies and integrated communications for some of the world's largest companies as an advertising agency executive, corporate officer and independent consultant. In 2006 she retired from that life to pursue her entrepreneurial dream and immerse herself in everything horses.

Ashley comes from a family of horsewomen and has been an equestrian and hands-on horseperson since age 10. She learned to ride on her cousins' farm and competed in her first horse show at age 11.

She is now 100% committed to making *The Equestrian's Concierge* a central source for the equestrian's lifestyle needs. Her unique insight and understanding of building trust with customers assures successful endeavors for her clients, partners and vendors.

Ashley is married and lives in Marin County, California with her husband, Craig, and her dog, Cookie – who is now the official Equestrian's Concierge mascot.

## the **EQUESTRIAN'S CONCIERGE** advantage



"In a market that's made increasingly competitive by online catalog stores, **The Equestrian's Concierge** focuses on its local community and offers outstanding customer service and unique, high-quality products."

- **Unmatched** customer service, satisfaction and convenience
- **Best of Breed** offerings from our vendors and partners
- **Knowledgeable** hands-on owner with decades of both equestrian and client service experience
- **Competitive** pricing and availability
- **Packages**, promotions and discounts

### Store Hours

Tues –Sun 10:30am – 4:30pm

(707) 778-1113

[www.EquestrianConcierge.com](http://www.EquestrianConcierge.com)

Available for personal shopping by appointment

### OUR PARTNERS

The Equestrian's Concierge is proud to be the exclusive Northern California dealer for **Kingsland Apparel**, the premier Northern California dealer for **Goode Rider** and **Pikeur**, and a regional retailer for **Antares** and **CWD** tack and equipment and **La Mundial** custom boots.

We also enjoy relationships with vendors and partners including **Joules**, **Ariat**, **Beval**, **Edgewood**, **Eskadron**, **Grand Prix**, and **Tailored Sportsman**.

