



# chagrin

2018-19

## VALLEY MAGAZINE

PRESENTED BY CHAGRIN VALLEY CHAMBER OF COMMERCE & CHAGRIN VALLEY TIMES





Photos by Peggy Turbett

Eric Schneider, left, president of Schneider Saddlery, with his parents CEO Stanley and Karen Schneider, marks the 70th anniversary in 2018 of the family-run supplier of horse tack, supplies and riding apparel in Bainbridge.

**YOUR HOME FURNISHINGS DESTINATION**

**SED LAK INTERIORS**  
70th Anniversary FINE HOME FURNISHINGS  
WHERE QUALITY IS AFFORDABLE

Your Home Furnishing Store Since 1947.  
Worth the Drive, Wherever You Are. Free Delivery and Set Up Within 60 Miles.

34300 Solon Road | Solon, OH | 440-248-2424 | 800-260-2949  
9-9 M/T/Th | 9-5:30 W/F/Sat | [www.sedlakinteriors.com](http://www.sedlakinteriors.com)

[f](#) [t](#) [g+](#) [p](#) [v](#) [x](#)

**ST. JOHN FUNERAL HOME**

16381 Chillicothe Rd. | Bainbridge Twp., OH  
PH: 440-708-1855 | FAX: 440-708-1308

923 Broadway Ave. | Bedford, OH  
PH: 440-232-1155 | FAX: 440-439-1840

**ORIGINATED IN BUCKEYE RD.  
COMMUNITY OF CLEVELAND IN 1913**

*Sue, Chris and Chuck St. John*

**SERVING ALL  
Faiths, Nationalities & Races with Kindness,  
Dignity & Compassion**

**PRE-NEED FUNERAL  
PLANNING**

MCVM18

# Platinum anniversary

## Schneider Saddlery remains vital family business serving Chagrin Valley for 70 years

By RYAN DENTSCHIEFF

When Milton Schneider began buying and selling equestrian supplies and equipment in the 1940s, it was unlikely he imagined an international business with the family name thriving for seven decades.

But that's the case with Schneider Saddlery in Bainbridge Township which celebrated its 70th anniversary in 2018.

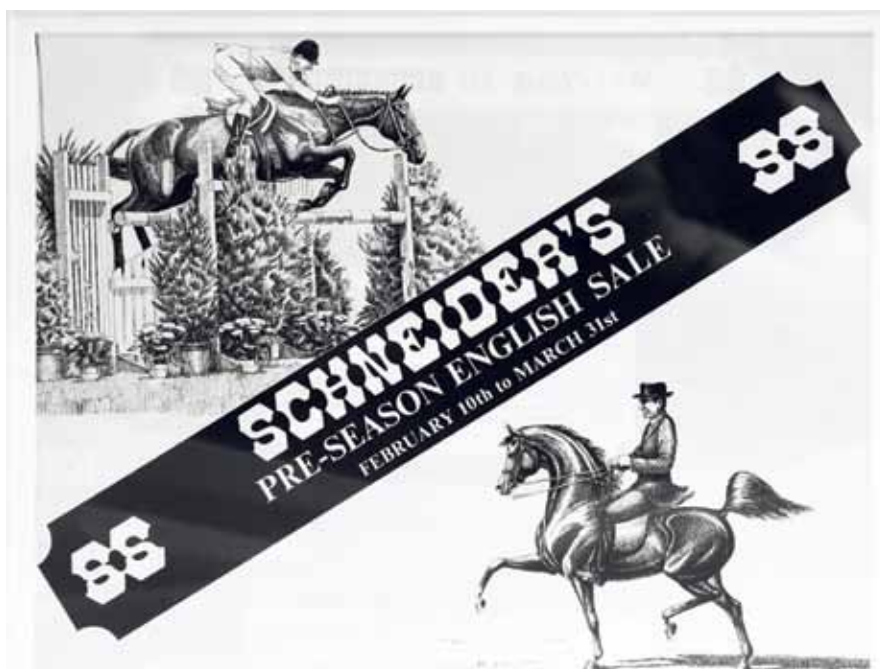
Now run by Eric Schneider – grandson of Milton and son of Stan and Karen, who helped operate the family business for decades until their son took over in 2015 – Schneider Saddlery employs about 80 people, does wholesale and retail business across the globe, and operates out of an 80,000-square-foot space

on East Washington Street.

Long before a business model was established, things got started because of Milton Schneider's love for horses, Stan said.

"Dad was involved in horseback as a hobby

**Continued on page 30**



**Cover art for the 1988 Schneider catalog is one of the many catalog covers on display at Schneider Saddlery, a horse and rider supply store established in 1948.**



## You have a choice.

Living with a serious illness is hard. Deciding on the right hospice and palliative care provider is easy. You always have a choice in hospice care providers.

Hospice of the Western Reserve is a **nonprofit hospice** founded right here in Northern Ohio. Today, we are proud to serve thousands of individuals in communities and neighborhoods from Ashtabula to Lorain, to Medina County.

Call today for information or a no-obligation consultation.



**Insist on**  
**HOSPICE OF THE**  
**WESTERN RESERVE**

800.707.8922 | [hospicewr.org](http://hospicewr.org)



## Continued from page 29

his whole life,” he said. “He loved it.”

In addition to helping his father with a separate family business, Milton would go to horse auctions with friends to buy and sell horses and used equipment. One year in the early 1940s, a place where Milton kept his horses went out of business and he decided to purchase all of the failed business’s used equipment to sell at auction. The auction was a success, Stan said, and Milton then began seeking out more used equipment to sell on a regular basis.

Eventually, the family sold the prior business and Milton began focusing on buying and reselling equestrian-related materials and horses full-time. From there, the business that would later be known as Schneider Saddlery was born.

That operation continued through the 1950s, and in the early 1960s, Stan’s brother Don, and then in the late 60s, Stan himself, joined the business.

“My brother brought a great deal of business acumen to it in terms of turning it from a hobby into more of a business,” Stan said. “He began starting to do more importation of products from overseas and expanded into a lot of areas we were not in at the time.”

When Stan joined his brother and father in the late 1960s, he sought an area where he could flourish.



**Schneider Saddlery specializes in horse blankets and other equine protective gear available online and at the store in Bainbridge Township.**

“I always assumed I would go to law school and be a lawyer,” he said, “but we went to our first horse show in 1966 and it was a great success not just as far as business, but more than that, I met some wonderful people and really enjoyed the weekend.”


At that first show, Stan recalled, he was asked about getting some specialty products that weren’t available elsewhere, particularly for Arabian equestrians.

“They asked, could I get them made? I

said yes, even though I had no idea,” Stan said with a laugh. But he was able to get the request filled and immediately began offering the new products across the country.

From that experience, Stan said he had found his niche in the business – product development and marketing. The business continued to grow into the company it is today.

One of the things that made Schneider Saddlery successful from the beginning, the Schneiders said, was Milton’s dedication



**Mountain Road  
cycles**

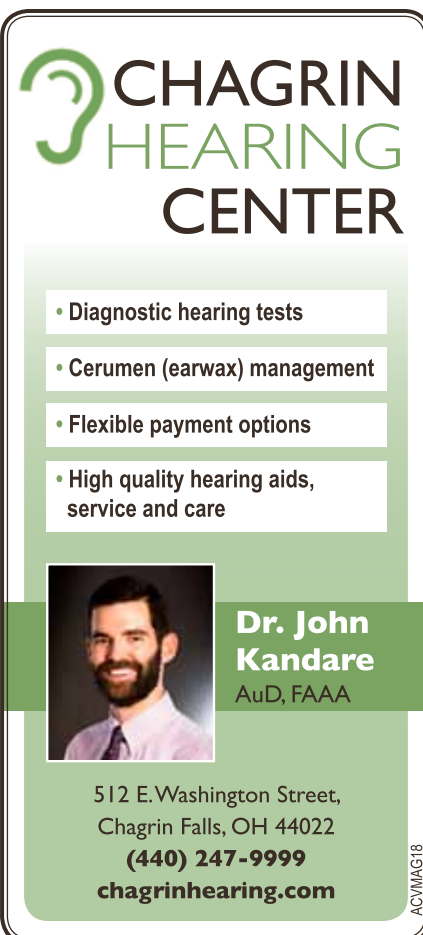
**Road  
Mountain  
Kids  
Comfort  
Service  
Sales  
Accessories  
Apparel**

**100 INDUSTRIAL PKWY.  
CHAGRIN FALLS • 440-247-7662**  
Off East Washington St. Behind Hunan’s

**109 SOUTH ST.  
CHARDON • 440-279-0374**  
Rt 44 on the Square

**[www.mtnroadcycles.com](http://www.mtnroadcycles.com)**

CVM17



**CHAGRIN  
HEARING  
CENTER**

- Diagnostic hearing tests
- Cerumen (earwax) management
- Flexible payment options
- High quality hearing aids, service and care

**Dr. John  
Kandare**  
AuD, FAAA

512 E. Washington Street,  
Chagrin Falls, OH 44022  
**(440) 247-9999**  
**[chagrinhearing.com](http://chagrinhearing.com)**

ACVMAG18

**(440) 248-5202**  
**Toll Free 1-888-878-5876**  
**Fax (440) 248-2075**

**The  
Robert Halliday  
Co., Ltd.**

**CERTIFIED PUBLIC  
ACCOUNTANTS**  
**[www.rhallidaycpa.com](http://www.rhallidaycpa.com)**

**31320 Solon Road, Suite 19**  
**Solon, OH 44139**

CVM14

to his customers and innovation within the equestrian merchandising field.

"What was unique about what my dad did at these auctions that had not been done previously was twofold," Stan said. "He sold goods at the auction with a money back guarantee, which never existed at auctions. It was always buyer beware. And secondly, he started selling new merchandise at auctions.

"Those two things had never been done before in this country and it gave him a real impetus. And people really fell in love with my dad because the service he provided."

Today, Eric said the business is run with a similar mission.

"What we're doing today really isn't that different from what we were doing 70 years ago," Eric, the third-generation Schneider said. "We may operate in different channels and at a different scale, but essentially it's the same business, which is being totally customer focused.

"Whether that's from Milt listening to people at auctions and understanding what they wanted, to us listening to people on social media, or in our store, or at the shows, we make sure that we have what they want. And we really pay attention to the details, because those details matter," Eric said.

The business in 2018 spreads across the world with hundreds of dealers selling Schneider Saddlery products. In addition to selling products for horseback riding and competitions, such as saddles, bridles, blankets and more, they also sell a large selection of apparel and products simply for the horse enthusiast, such as toys, fashionable boots and attire, and home decor. The store on East Washington features 10,000 square feet of retail space.

Beyond the business within Schneider Saddlery, the family also is working to build on the tradition of horses in the Chagrin Valley. Prior to working at Schneider Saddlery, and later marrying Stan, Karen Schneider, formerly Karen Jackson, was always heavily involved in the riding and show side of the sport. She added that aspect of expertise when she joined the business and said continuing the local equestrian tradition was a big motivator for the family's purchase of the 85-acre equestrian center Chagrin Valley Farms last September.

"In my era," Karen said, "Red Raider (Stables in Russell) was the place to go and learn to ride. You could learn to love horses and learn to become enthusiastic about riding. You could take lessons, go trail riding, go to camp, all of the things that people grow to love.

"That's been kind of missing in this area. So when Chagrin Valley Farms went up for sale, it either could have gone to a development, or maybe we could bring back that energy with lesson programs and camp and all of the different things. That's the energy behind it." ■



## Chagrin Home Improvements



**DECK**



**FENCE**



**DOCK**

### STAIN RESTORATION SPECIALISTS


**We Also Offer:**

- House Washing
- Surface Washing
- Concrete Coatings
- Painting: Int./Ext.




## 440-247-6700

### ChagrinHomeImprovements.com



**Sharon Friedman**  
 Broker Associate, GRI, CRS, Realtor®  
 Luxury Collection<sup>SM</sup> Specialist  
 "Sell" Phone: 216.338.3233  
 Email: [sfriedman@bhhspro.com](mailto:sfriedman@bhhspro.com)  
[www.sharonfriedmanhomes.com](http://www.sharonfriedmanhomes.com)


## Your Link from The Heights to the Chagrin Valley



BERKSHIRE HATHAWAY  
HomeServices

Collection





**BERKSHIRE HATHAWAY**  
HomeServices  
Professional Realty