

# Wooden rocking horses made with care

BY JENNIFER HALL

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**Company:** Rocking Horse Ranch

**Address:** 12957 South, 1650 West Riverton, Utah

**Phone:** 801-654-8709

**Web site:**

www.carvedhorses.com

**What the company does:** Builds hand carved breed specific wooden rocking horses.

"People who are horse lovers can give us a picture of their favorite horse, and we'll carve a rocking horse to look just like it," said Dennis Page, owner of Rocking Horse Ranch.

"Most people want a replica of their favorite horse, but I do have rocking horses of several breeds for sale at my ranch in Riverton. Some people just love a specific breed, and they can come and pick out a rocking horse with registration papers from our inventory." Most rocking horses cost from \$3,500 to \$5,000, with some full size replicas as high as \$10,000.

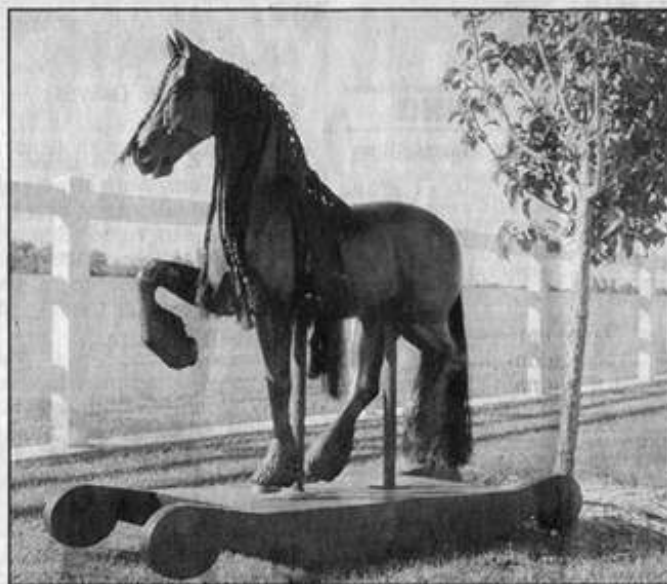
**Who's who:** Dennis Page, came up with the idea, and with two investors, started the company.

**Clients:** Page sells most of his rocking horses to individual horse lovers, but does have horses displayed at museums and businesses across the country.

"Little America Hotel in Salt Lake City has two of my rocking horses in the lobby," said Page.

He also has his work on display at the Kentucky Horse Park as well as the American Saddlebred Museum in Lexington Kentucky.

**Company history:** Page began his career doing



Courtesy of Rocking Horse Ranch

Rocking Horse Ranch builds hand carved wooden rocking horses as shown. The rocking horses are usually made from images or photos of favorite horses owned by clients.



architectural carving of doors, furniture, and mantels. About three years ago a friend asked him to carve a rocking horse replica of the horse his daughter had when she was growing up.

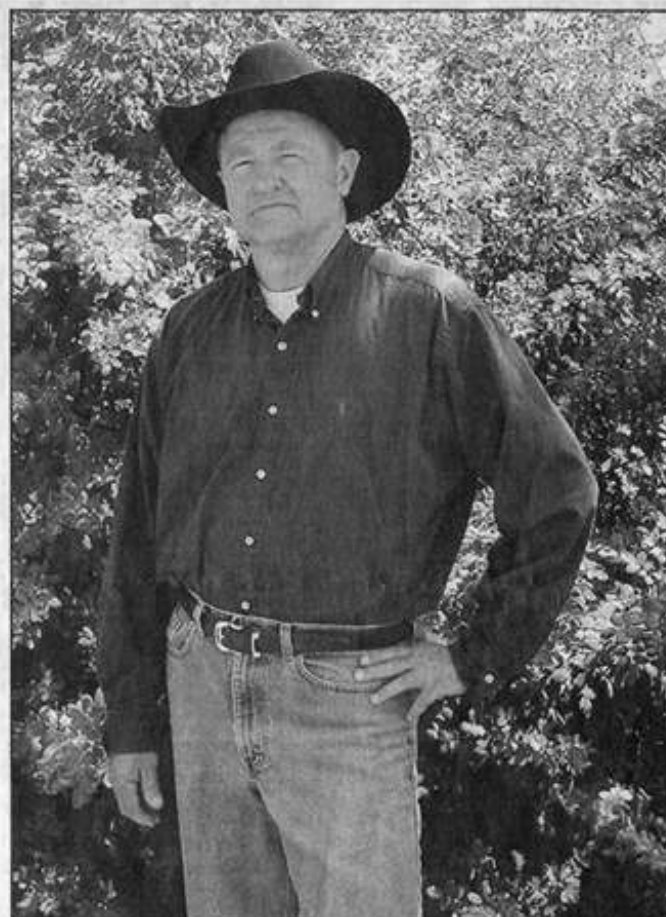
"It took one year for me to carve the horse, but it was beautiful, and my friend's daughter and grandchildren loved it. It became such a hit that rocking horse replicas are all I do now," said Page.

Over the last three years, Page has added three full time employees, and has coordinated projects

with master carver Burt McDonald, of McDonald Mills in Layton. Production of a rocking horse now takes about six weeks, with three carvers working full time on the project.

**Gross annual revenue:** Page refused to disclose annual revenue, but did say that he believes the business has a lot of potential.

**Greatest challenge:** "To get them to look like real horses," said Page. "Horse lovers are very particular, and they know every detail of every inch of their horse. It takes a lot of artistic and



Courtesy of Rocking Horse Ranch

Dennis Page owns and operates Rocking Horse Ranch in Riverton. He sells most of his rocking horses to individual horse lovers and owners.

sculpting ability to carve each horse to such specific detail."

**Proudest moment:** "I am a lover of the American Saddlebred horse, and when the Saddlebred Museum in Lexington Kentucky wanted to put my rocking horse on display and become a dealer, I was really honored," said Page. "They have a display of two rocking horses competing in a horse show, and children can climb on them and get

their pictures taken. They also plan to sell my rocking horses in the museum gift shop."

**Future plans:** Page would like to expand his business, by adding a few more dealers around the country, and increasing his Internet exposure.

He'll also add a few more breeds to his line, and add bucking and cutting horses, as well as bulls. "Hopefully we'll outgrow our shop," said Page.