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Certified Horsemanship Association CEO Christy Landwehr to Speak at 2017 American Camp Association National Conference

(February 2017) – The Certified Horsemanship Association’s Chief Executive Officer, Christy Landwehr, will be representing CHA at the American Camp Association’s National Conference as a featured speaker on Wednesday, February 22, at 8:30 am, in Albuquerque, New Mexico. Landwehr will be sharing information for those who run an equine camp program in her presentation, which is titled, “Best Practices for a Successful Camp Horse Program.” In addition to Landwehr’s presentation, CHA representatives will be at the CHA booth in the trade show at the convention.

The ACA National Conference is the largest national camp conference hosted in the United States. It draws more than 1,300 professionals who are looking to focus on professional development, education, networking, and commerce. “We are happy to work with ACA as 40% of CHA’s current membership is in the camping business,” said Landwehr. “And 40% of ACA’s members have horse programming at their camp.”

CHA has worked with the American Camp Association in a variety of ways over the years, and Landwehr’s presentation is another way for CHA to help camps with their equine programming. “This presentation is important for everybody from the camp director, who might not be involved at all with the horse program, to the horsemanship director to all of the staff, who are instructors and barn managers within the horse program as it’s going to talk about risk management, as well as teaching techniques to be successful with campers, as well as good horse and herd management,” said Landwehr.

Landwehr has been involved in the horse industry for more than 30 years. She is a CHA Master Level Riding Instructor, CHA Clinic Instructor, CHA Site Accreditor, and an American Quarter Horse Association Professional Horseman with more than 25 years of experience teaching students, from children to adults and amateurs to professional. She has been the CEO of CHA since 2007, and before that, she was CHA’s Marketing Director. She has also worked as the Development Director for the Urban Farm in Denver, which gives at-risk youth experience with horses and other farm animals and activities. Landwehr also served the International Arabian Horse Association (now the Arabian Horse Association) as the Sponsorship and Youth Programs Manager for many years. She speaks at horse industry

events across the country every year. Landwehr has a Masters in Mass Communications and Journalism from the University of Colorado at Boulder and a BA in Public Relations and Speech Communications from California State University of Fullerton.

Landwehr also currently operates CJL Training from her ranch in Aurora, CO, and teaches students involved in 4-H, FFA, and Pony She has competed locally, regionally, and nationally in a multitude of disciplines, including hunter/jumper, dressage, native costume, sidesaddle, western pleasure, hunter pleasure, barrel racing, endurance riding and saddle seat equitation.

Those who will be attending the trade show February 22-23 at the convention can visit CHA's booth, #912, which will be located in Ballrooms A/B/C on the West Complex's Upper Level of the Albuquerque Convention Center on the far right outside row as you enter the ballrooms. CHA representatives will be showcasing CHA's new educational products that are perfect for camp riding instructors, staff, and campers. In addition, camp staff can learn how to host a CHA Certification Clinic.

CHA Certification is a great way for camps to enhance their programs by having their staff gain a professional certification before programs begin for the summer. CHA has been certifying riding instructors for more than 45 years and is the largest certifying organization in North America, having certified more than 26,000 riding instructors. Those seeking certification will go through a multi-day intensive certification clinic where they must pass written tests, be evaluated by two CHA Clinic Instructors (and other clinic attendees), and participate in in-depth workshops.

For more information about CHA and its programs, please visit <http://CHA-ahse.org>.

CHA Instructors Change Lives Through Safe Experiences with Horses. The purpose of CHA is to promote excellence in safety and education for the benefit of the horse industry. CHA certifies instructors and trail guides, accredits equestrian facilities, publishes educational manuals, produces educational horsemanship DVDs and YouTube Safety shorts, and hosts regional and international conferences. For more information on the largest certifying body of riding instructors and barn managers in North America, Certified Horsemanship Association, please visit www.CHA-ahse.org or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit www.CHAINstructors.com.

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