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**For More Information and Photos**  
**Contact: Christy Landwehr**  
**720-857-9550 or [clandwehr@CHA-ahse.org](mailto:clandwehr@CHA-ahse.org)**

**Certified Horsemanship Association's *The Equine Professional Manual--  
The Art of Teaching Riding* Honored with American Horse Publications  
Award in the Equine-Related Nonfiction Book Category**

(June 2017) – The Certified Horsemanship Association's latest book, *The Equine Professional Manual—The Art of Teaching Riding* was honored with second place out of six entries in the Equine-Related Nonfiction Book category in the 2017 American Horse Publication's (AHP) Equine Media Awards. The official announcement was made during the AHP Equine Media Awards Banquet on Saturday night, June 17, 2017, at the AHP Equine Media Conference/Saddle Up for Scottsdale in Scottsdale, Arizona. CHA CEO Christy Landwehr was on hand to accept the award. *The Equine Professional Manual* was published by CHA in 2017 during the organization's 50<sup>th</sup> Anniversary year.

The 208-page comprehensive manual offers must-have information for any riding instructor—whether that instructor has been teaching their entire career or is just starting out. Complete with illustrations and photos, the manual was written by a host of horse industry experts, including riding instructors, clinicians, lawyers, veterinarians, college professors, psychologists, and others. Editor-in-Chief and current Treasurer of CHA's Board of Directors Terry Williams of Blanchester, Ohio, spearheaded the project. The book was also edited by Sarah Evers Conrad of All In Stride Marketing in Lexington, Kentucky, and designed by Tracy Schmidt of Sol Design, Inc., of Englewood, Colorado.

“It is such an honor for the Certified Horsemanship Association to be selected as a finalist in the American Horse Publications (AHP) Equine Media Awards,” said Williams. “CHA has been certifying instructors and providing educational resources for the equine industry for 50 years. Our latest educational resource, *The Equine Professional Manual—The Art of Teaching Riding*, reflects an accumulation of those resources. It is a manual for professionals written by professionals in the equine industry. Thanks again for such an honor in being recognized as CHA continues to change lives through safe experiences with horses.”

The manual is divided into the following sections: Riding Programs, Teaching Techniques, The Riding Student, Communication—The Art of Teaching, The Horse, Application of Teaching Techniques, Arena Instruction, Risk Management, and Horse Management. The Resource Appendix offers sample forms for riding instructors to use, such as an evaluation

ride checklist, a progressive class record, evaluation progress sheets, lesson plans, schedules for horses, a horse work calendar, first aid kit lists, horse job performance evaluation, horse training record, a tack cleaning and repair schedule, a barn maintenance record, a feeding schedule, a horse ID and health record form and horse injury/illness treatment record, what should be included in a sales contract, sample business plans, and sample riding lessons.

As the largest certifying body of riding instructors in North America, CHA has certified more than 30,000 instructors and accredited more than 2,000 facilities, such as riding lesson programs, camps, colleges and universities, boarding barns, show stables, dude ranches, trail ride operations, and rescues. CHA is grounded in education and safety in horsemanship, and CHA members help others have safe, effective, and fun experiences with horses. In addition to certifications and accreditation, CHA publishes educational resources, such as horsemanship manuals, DVDs, safety video shorts, webinars, a monthly radio show, a blog, posters, and more, as well as producing educational conferences nationwide.

American Horse Publications is a non-profit association that promotes excellence in equine publishing media and has united equine-related media, businesses, professionals, colleges, and students for almost 50 years. The AHP Equine Media Awards program is the ultimate honor for anyone producing media to be recognized for excellence within the horse industry.

Now for sale on CHA's website at [www.CHAINstructors.com/professionalmanual](http://www.CHAINstructors.com/professionalmanual), this publication is truly a one-of-a-kind resource for the library of riding instructors, including those teaching therapeutic riding, vaulting, and driving; along with equestrian camp staff, trail guides, ranch staff, etc. CHA Members, as well as CHA Program/Business Members, can purchase the manual at a discount. To visit CHA's store and see all of the manuals and other products that CHA has to offer, please visit [www.CHA.horse/store/categories](http://www.CHA.horse/store/categories).

*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.horse](http://www.CHA.horse) or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit [www.CHAINstructors.com](http://www.CHAINstructors.com).*