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## **NRHA's Hayley Lewallen and AIM's Kim Brown are Guests for the Certified Horsemanship Association on Horses in the Morning Radio Show**

(July 2015) – The Certified Horsemanship Association is thrilled to announce that the editor and associate publisher of *Stable Management* and *EquiManagement* magazines Kim Brown and National Reining Horse Association's Senior Marketing Coordinator Hayley Lewallen will be CHA's guests on the Horses in the Morning Radio Show on Tuesday, July 21.

Lewallen and Brown will discuss "Careers in the Horse Industry Outside of the Arena and Off the Trail and How to Train to Do Them Successfully." CHA's CEO Christy Landwehr co-hosts the show with Glenn the Geek, for CHA's featured segment on the live Horses in the Morning radio show every third Tuesday of the month. Horses in the Morning is produced by the Horse Radio Network. Listeners should tune in at 9 a.m. Eastern Time on iTunes or on [HorsesintheMorning.com](http://HorsesintheMorning.com). Or you can listen to the recording any time after the show airs.

Georgian-born Lewallen started riding as a child and has competed in several equestrian disciplines, from speed events to hunt seat classes. Lewallen earned a BS in Horse Science with a minor in Business Administration from Middle Tennessee State University (MTSU). While at MTSU, she competed on the horse judging team and in Intercollegiate Horse Show Association shows. To gain experience with event management and horse associations, she worked at American Stock Horse Association Shows and American Quarter Horse Association (AQHA) events during college. Lewallen received her AQHA Show Management certification in 2012. In 2013, she joined the team at the National Reining Horse Association (NRHA) and is currently the Senior Marketing Coordinator. She manages the Sire & Dam program, youth program, and alliances—all while fulfilling various marketing responsibilities. Lewallen also develops and executes numerous youth activities, including the NRHA Collegiate Judging Contest. When she isn't traveling to represent NRHA at events and conferences, she still works local equestrian events.

Brown has been successful in equine publishing for more than 35 years. She has worked for Active Interest Media (AIM) since 2012 and is the current Associate Publisher/Editor for two of AIM's publications that focus on the business side of the equine industry. *Stable Management* magazine is for farm/stable owners and riding instructors. *EquiManagement*

magazine offers business education for equine veterinarians and their staff. She also spent almost 30 years at Blood-Horse Publications. Brown worked on the horse racing publication *The Blood-Horse* magazine for 15 years and then served as editor and publisher of *The Horse: Your Guide to Equine Health Care* for 15 years. She left to work for Kentucky Equine Research as the Global Marketing Manager. Brown has also owned her own marketing/content development company, The Homestead Information Network, Inc. (THIN Inc.). Brown lives with her husband, Ben, and a variety of animals in Wyoming, where they enjoy hiking, fishing, canoeing, cycling, camping, and rock hounding.

“There are many jobs in the horse industry, and my career is a perfect example of that,” said Brown. “I appreciate that our partner, Certified Horsemanship Association, is working to educate those interested in the horse industry about the wide range of careers that are available in an informal and fun format like their radio show.”

Both Brown and Lewallen will be attending the CHA International Conference in Amarillo, TX, October 22-25. Brown will be the Keynote Speaker on Thursday afternoon. Lewallen will be available in the NRHA booth and is coordinating the NRHA Ride a Reiner program during the Saturday lunch break at the conference.

For questions on CHA’s segment on the Horses in the Morning radio show or about CHA’s International Conference, please contact CHA’s headquarters in Lexington, KY, at 859-259-3399 or [office@CHA-ahse.org](mailto:office@CHA-ahse.org).

*CHA Changes 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 Certified Horsemanship Association, please visit [www.CHA-ahse.org](http://www.CHA-ahse.org) or call [859-259-3399](tel:859-259-3399). To find a certified horseback riding instructor or accredited equine facility near you, visit [www.CHAINstructors.com](http://www.CHAINstructors.com).*

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