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Active Interest Media's Dave Andrick and Melissa Kitchen to Keynote at the 2017 Certified Horsemanship Association International Conference

(July 2017) – After attendees experience several days of jam-packed educational sessions, mounted workshops, and networking at the Certified Horsemanship Association's International Conference this October 26-28 in Lexington, KY, the conference will draw to a close on Saturday night with the annual CHA Awards Banquet and Silent Auction at the Marriott Griffin Gate Hotel. For its 50th Anniversary, CHA has a special keynote presentation planned with two speakers from Active Interest Media's (AIM) Equine Network—Dave Andrick and Melissa Kitchen. CHA is proud to have AIM as an educational alliance partner.

“CHA members love receiving *Stable Management* magazine and other great AIM publications as part of our partnership with them,” says CHA CEO Christy Landwehr. “It will be great to have them at our 50th Anniversary Celebration this fall!”

The AIM Equine Network is the largest network of its kind in the equine industry in the United States. AIM reaches more than 1.5 million horse owners across a network of print, digital, and video that includes the brands of *American Cowboy*, *Dressage Today*, *Equus*, *EquiManagement*, *Horse & Rider*, *Practical Horsemen*, *Spin to Win Rodeo*, and *Stable Management* magazines, along with A Home for Every Horse, Equisearch, Equine.com, Hope in the Saddle, USRider, and the World Series of Team Roping.

Andrick, the Group Vice President of the AIM Equine Network, has been an active part of the horse industry for more than 10 years. He will present information about AIM's A Home For Every Horse program. In 2011, when the equine industry experienced an escalating unwanted horse population due to the economic downturn, Andrick founded A Home for Every Horse, a program that in the last four years has placed thousands of unwanted horses in permanent homes and brought much needed resources to over 500 rescues. Andrick lives in Lancaster County, PA, with his wife, Penny, and his sons, Ben and Grant.

Kitchen, who is the Director of Digital Media for the AIM Equine Network, will present information about the Hope in the Saddle Program. Hope in the Saddle is a community of equestrians who share stories of struggle and how horses have helped their humans through

hard times. The program's mission is to "bring awareness to the healing that happens every day because of a horse by sharing stories of hope and healing."

In her position at AIM, Kitchen helps both clients and industry partners with their digital strategies. She has been with the Equine Network for five years, previously being with two B2B magazine publishers, UBM–Canon and Penton Media. Kitchen has also worked at the Professional Rodeo Cowboys Association as their webmaster after she graduated from Colorado State University with a degree in Equine Science. She grew up on a dairy farm in southern Wisconsin and moved to Colorado for college. Kitchen and her husband live in Northern Colorado with their three sons who are active with horses and showing lambs.

In addition to the awards banquet, the CHA International Conference is open to everyone and will include sessions from riding instructors, top veterinarians, horse trainers, farriers, equine behaviorists, and other equine professionals. Mounted workshops will give participants the chance to learn from the back of a horse while the audience learns from live demonstrations. For more information on the CHA International Conference or to register, visit <http://CHAInstructors.com/conference>. Early bird registration discount until August 31st.

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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