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## **CHA Alliance Partner American Quarter Horse Association Hosts Reception at AQHA Hall of Fame & Museum at the CHA International Conference**

*(September 2015)* – The CHA International Conference is scheduled for October 22-25 in Amarillo, Texas, and the welcome reception on the first day will be held at the AQHA Hall of Fame and Museum. AQHA’s Executive Vice President Craig Huffhines will welcome attendees on Thursday night, October 22. On Friday, the conference will continue at West Texas A&M University’s Horse Center (WTAMU) with a variety of presentations and mounted sessions with CHA Master Instructors, horse trainers, veterinarians, and horse industry professionals.

“We are so thankful for CHA instructors who provide the foundation for people to enjoy horses,” said Huffhines, who is looking forward to providing attendees with a real “West Texas” experience. “It is their guidance that will help grow horse participation.”

AQHA and CHA have been Educational Alliance Partners for over six years. The partnership fosters the exchange of educational materials between the two organizations, improves awareness of each organization with the other’s members, and shares resources of each organization for the benefit of the partner organization’s members. CHA encourages eligible CHA members to become AQHA Professional Horsemen while AQHA members now have a raised awareness of all of the programs and benefits provided by the Certified Horsemanship Association.

During the dinner, CHA conference attendees will be surrounded by the history of one of America’s most prestigious and storied breeds, the American Quarter Horse. The people who have helped shape the Quarter Horse breed and many of the famous notable equines have their history preserved within the walls of the AQHA Hall of Fame and Museum. The AQHA Hall of Fame and Museum features the Wall of Honor Plaza, larger than life bronzes, a historical timeline with inductee displays, an educational gallery with hands-on exhibits, and intricately etched bloodlines preserved in the floor of the Grand Hall. Visitors learn about the Quarter Horse’s history as a companion, working ranch partner, racehorse, and as a show competitor. Many CHA instructors have AQHA school horses, so they can look up their pedigrees.

Craig Huffhines, who is the current Executive Vice President of the world's largest equine breed organization, will present the opening welcome address at the reception. Huffhines has 17 years of executive experience behind him, with much of that at the American Hereford Association as the Executive Vice President since 1997. He has recorded success in turning around a 30-year decline in beef breed registrations and popularity. He has experience managing a livestock breed association, developing a new branded-beef enterprise, and executing and revising governance structures to meet the demands of the 21<sup>st</sup> Century. His extensive knowledge and passion for the agricultural and livestock industries are easily recognizable.

“I love CHA’s WHY Statement, ‘CHA changes lives through safe experiences with horses,’” said Huffhines. “The success of CHA is vital to the future of AQHA and the industry. As CHA Past President Ward Stutz said, ‘CHA is one of the most important organizations in the horse industry. If we are going to introduce new people to the fun and enjoyment of riding horses, it is crucial that a person’s first experience with a horse is safe and fun.’”

To attend the CHA International Conference, register online at [http://cha-ahse.org/store/categories/CHA\\_International\\_Conference](http://cha-ahse.org/store/categories/CHA_International_Conference). For more information on the event, visit [http://cha-ahse.org/store/pages/47/International\\_Conference.html](http://cha-ahse.org/store/pages/47/International_Conference.html). For questions, please contact CHA’s headquarters in Lexington, KY, at 859-259-3399 or [info@CHAahse.org](mailto:info@CHAahse.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](http://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](http://www.CHAINstructors.com).*

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