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## **Marketing Expert Jordan Manfredi to be the December Featured Presenter in the Certified Horsemanship Association's Webinar Series**

*(November 2015)* – Business owners in the horse industry are invited to attend the next webinar in the Certified Horsemanship Association's webinar series, "Marketing That Works!" The featured presenter is marketing expert Jordan Manfredi, President of Big Red Advisory Group, an equine consulting group founded by Manfredi. The webinar will be presented online on December 9, 2015, at Noon ET. It is expected to last for 60 to 90 minutes. To register, please visit [http://cha-ahse.org/store/pages/219/CHA\\_Webinars.html](http://cha-ahse.org/store/pages/219/CHA_Webinars.html).

Attendees can expect to learn how to:

- Outline and ultimately understand your target market;
- Develop a SWOT analysis that highlights your strengths, weaknesses, opportunities, and threats;
- Create SMARTS goals that are specific, measureable, attainable, realistic, timely, and sustainable;
- Measure success and ROI; and,
- Implement tried-and-true marketing tactics that won't break the bank.

Jordan Manfredi, MBA, joins us from Purdue University Calumet, where she spent two years as a continuing lecturer in equine business management, marketing, promotion, and sales within their School of Business. Her company, Big Red Advisory Group, serves clients such as Horse Tack Co., a leading e-commerce retailer; 2KGrey, performance riding breeches that look and feel better than your favorite jeans; Dr. Rose Remedies, an all-natural salve; Posture Prep Cross Fiber Groomer; an ergonomic grooming and massage tool; and Boulder Ridge Farms, a full-service equine in Northwestern Indiana. In addition, she has been a consultant for various national and international equine companies and has been a presenter at CHA's International Conference, American Equestrian Trade Association, United States Pony Club National Meeting, Hoosier Horse Expo, and at other equine trade shows and conferences. Manfredi has been a hunter/jumper rider for the past 26 years.

CHA is dedicated to providing quality continuing education for the horse industry. For questions about the Certified Horsemanship Association or the educational materials created

by CHA, please contact CHA's headquarters in Lexington, KY, at 859-259-3399 or [office@CHA-ahse.org](mailto:office@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](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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