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Certified Horsemanship Association to Feature Marketing Experts Jordan Manfredi and Suzi Carragher on its November Episode of Horses in the Morning Radio Show

(November 2015) – This month, the Certified Horsemanship Association announces its two guests for their segment on the Horses in the Morning Radio Show as Jordan Manfredi and Suzi Carragher. The show will air live on the third Tuesday of this month, November 17, 2015, and a recorded show will be available after. The November show topic is “Marketing Your Equine Program.” As always, the show is sure to be informative and entertaining as CHA’s CEO Christy Landwehr and Glenn the Geek, founder of Horses in the Morning, talk about the featured topic and more at 9 a.m. Eastern Time. Please join us live or check out the recorded audio file on iTunes, HorsesintheMorning.com, or through the Horse Radio Network mobile phone app.

Jordan Manfredi, MBA, is the president of Big Red Advisory Group, an equine consulting group she founded whose clients include 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. Previously, Manfredi was a continuing education lecturer within the School of Business for Purdue University Calumet for two years. She has spoken about equine business management, marketing, promotions, and sales. She has been a consultant for various national and international equine companies and has been a presenter at the American Equestrian Trade Association, United States Pony Club National Meeting, Hoosier Horse Expo, and at other equine trade shows and conferences. Manfredi has been an avid hunter/jumper rider for the past 26 years.

Suzi Carragher has a marketing communications background and has experience working with large global advertising and public relations agencies and large companies over the past few decades. However, her passion is helping small business owners grow their businesses locally. She has been invited to provide marketing strategy and execute tactics for small businesses throughout the United States and Canada that positioned them as local experts in their fields, increased their share of voice, and generated business opportunities. She has her

BA from California State University-Fullerton in communications and public relations. Carragher is CHA's social media manager.

For questions on CHA's segment on the Horses in the Morning radio show or about CHA in general, please contact CHA's headquarters in Lexington, KY, at 859-259-3399 or 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 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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