

From: "American Horse Publications" <ahorsepubs@aol.com>
Subject: **AHP Newsgroup: "Inventing Your Horse Career" CD Series Offers Inspiration to Turn Horse Passion into Career Action**
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"Inventing Your Horse Career" CD Series Offers Inspiration to Turn Horse Passion into Career Action

December 12, 2011, New Ipswich NH – In the midst of cries of economic woes, some are thriving in jobs they've designed (whether working for another or themselves) with horses in the mix. Lisa Derby Oden is part of a team that involves more than a dozen people who have come together to create an exciting and unusual CD collection that offers a voyeuristic glimpse into the lives of people who have followed their passion and taken action to create successful dream jobs and respected reputations in the horse industry. These individuals have spent decades evolving their careers into amazing accomplishments and have reached a point in their lives where they want to give back. Consequently they've generously and openly shared lessons learned, tips, stories and resources discovered in this landmark initiative created for you.

Have you day-dreamed about how to turn your enthusiasm and love for all things horses into a way to earn money or make a living? These industry pros want you to gain insight from their lessons learned so you can avoid some of the challenges they faced. They share personal stories of triumph and frustration as well as first steps to ensure your horse career starts on the right hoof. With an eye toward the future, they also propose ideas for unusual, rewarding and profitable equine careers – with suggestions on how you might prepare to be the best. These people have influenced generations, but have had help along the way and share who's changed their lives – and how.

The series features a wide-range of career possibilities, most outside of traditional thinking. Getting creative about inventing a horse-related work-life is part of what this initiative is all about. Consider how much you might be able to jumpstart your horse career with personal experience tales from the following luminaries:

Denny Emerson, Olympic rider and trainer and author of “How Good Riders Get Good”

Linda Hauck, Inventor of SpurSuader and international marketer

Fran Jurga, Editor and publisher of the award winning Hoofcare + Lameness, Journal of Equine Foot Science; advocate and spokesperson for horse hoof healthcare; author, blogger and freelance writer

Christy Landwehr, CEO of Certified Horsemanship Association (CHA), certifying instructors, vaulting coaches, barn managers, college coaches, drivers and trail guides & accredits equine facilities

L.A. Pomeroy, Award-winning journalist, equine publicist and copy writer

Bob Jeffreys and Suzanne Sheppard (Two As One Horsemanship™), Balancing English and Western disciplines through clinics, expos, videos and business coaching as well as founders of the Wind Rider Challenge

Mary Ann Simonds, Equine behaviorist, horse human interaction coach, facilitator and catalyst for consciousness

Stacey Small, Founder of Equilite and create of So No More liniments, voted product of the year two times by The Horse Journal; co-publisher of the Holistic Horse™ Magazine

Lisa Derby Oden and Nanette Levin, successful equine business owners and small business advisors who provide a tutorial CD on getting smart with business activities

What better time than now to start on a trek toward “Inventing Your Horse Career”? You can blame circumstances, or choose to take control of your life now. Why not give your dream a shot with ample input to ensure you are prepared to avoid the mistakes others have made and go in armed with information that’s propelled career stars? Learn more about the CD series by going to

<http://horsesenseandcents.com/inventing-your-horse-career/>.

This CD series was produced by Lisa Derby Oden of Blue Ribbon Consulting and Nanette Levin, with Horse Sense and Cents. Oden has spent years coaching and consulting equipreneurial individuals and horse business owners about strategy and planning to bring their dreams to life and reality. As lifelong horsewomen, instructors and trainers, stable owners, association officers, volunteers and more, Oden and Levin draw from their years of unique experience in the horse industry to ask questions in this CD series that draw candid, pertinent and interesting responses. You'll hear comments you never imagined as you listen along.

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