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Subject: **AHP Newsgroup: IEA and CHA Combine Efforts To Raise Membership In Both Organizations**
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IEA and CHA Combine Efforts To Raise Membership In Both Organizations

Cleveland Heights, Ohio November 4, 2013-The Interscholastic Equestrian Association (IEA) and the Certified Horsemanship Association (CHA) have joined forces to increase membership in each organization. The IEA, a non-profit, has nearly 10,000 student-riders in grades 6-12 in the program for the 2013-2014 season. CHA, also a non-profit, has a certification program for riding instructors designed to make certain the quality of coaching remains high-especially for the equestrian youngster.

The IEA is offering free enrollment to any CHA instructor who brings a new team to the IEA by November 15, 2013. Team members receive a 20% reduction on enrollment fees, as well.

"We think this is a great incentive for CHA coaches to join the IEA. Most important is the fact that additional young people will be able to participate in IEA competitions. As they win in region, zone and national shows, many of the 11 to 19 year-old competitors will qualify for scholarships," said Roxane Lawrence, IEA co-founder and executive director.

"Our instructors work hard to gain the CHA designation," stated Christy Landwehr, CEO of CHA. "The IEA offers our members a venue to do what they do best-teach people how to become effective equestrians in a safe and fun manner." CHA is offering IEA leaders reduced rates on all of its educational horsemanship materials including manuals, barn posters and DVDs.

There is no need to own a horse to compete in the IEA. The IEA uses a draw-base format to pair horse, tack and rider. This allows the IEA to combine low-cost competition with the attraction of competing individually and as a member of a team.

Founded in 2002, the IEA has nearly 10,000 middle and high school student-riders across the United States. The IEA was organized to promote and improve the quality of equestrian competition and instruction available to middle and secondary school students. Its purpose is to set minimum standards for competition, provide information concerning the creation and development of school associated equestrian sport programs, to generally promote the common interests of safe riding instruction and competition and education on matters related to equestrian competition at the middle and secondary school levels. For more information, please view the IEA website at: www.rideiea.org.

The purpose of the Certified Horsemanship Association (CHA) is to promote excellence in safety and education for the benefit of the horse industry. CHA certifies riding instructors, vaulting coaches, barn managers, drivers and trail guides; accredits equestrian facilities; publishes educational equine manuals, produces educational horsemanship DVDs, and hosts regional and international educational conferences that are open to the public. For more information 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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