

From: "American Horse Publications" <ahorsepubs@aol.com>
Subject: **AHP Newsgroup: PATH Intl. Receives Equine Industry Vision Award**
Date: June 28, 2013 8:48:03 AM MDT
To: "AHP Newsgroup" <AHP-LIST@mailman.bloodhorse.com>

FOR IMMEDIATE RELEASE
June 2013

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PATH Intl. Receives Equine Industry Vision Award

Denver—PATH Intl. is proud to announce that it has been named the recipient of the 12th Annual Equine Industry Vision Award. The award, sponsored by Zoetis, formerly Pfizer Animal Health, and presented by American Horse Publications (AHP), recognizes innovation, leadership and service.

The Equine Industry Vision Award Committee, which includes the AHP Board of Directors and a Zoetis representative, reviewed the record-breaking 21 nominations and announced PATH Intl. as the winner at AHP's Equine Industry Vision Award Breakfast on June 21, 2013.

Finalists were judged on their performance in relation to the achievement(s) cited and their demonstration of the following attributes and abilities: 1) The vision and innovation of a true pioneer; 2) Leadership, commitment, dedication and willingness to serve; 3) Original and effective ideas and/or products, services, programs; 4) High moral, ethical and professional standards.

"I doubt when therapeutic horsemanship was introduced in this country, or later when our association was founded in 1969, anyone would have foreseen the challenges AND opportunities the equine industry faces today," said PATH Intl. Marketing and Communications Director Kaye Marks. "From the growing anxiety of development-caused loss of pasture land; to the

changing climate affecting the quality and price of forage; to gas prices becoming prohibitive for suburbanites and city dwellers to get to a barn, the industry faces some real challenges. All of these things affect our EAAT centers just like most other segments of the industry. We hear troubling news about breed registry numbers declining, the effect of the economy on showing and the racing industry. It all seemingly sounds pretty dire. However, there is one uniquely positioned statement the EAAT industry can make. We are all about hope and opportunity, not just for participants at our centers, but also for the horses!

“It’s that vision and innovation that each year more than the last helps more horses find a second, third or even fourth productive career,” Marks continued. “It’s the growing acceptance of the benefits of EAAT by a larger number of the population including physicians and licensed therapists. It’s the fact that the list of disabilities of PATH Intl. center participants is long, dynamic and diverse. All of this expansion and growth means more jobs for more horses. As more medical research validates decades of collected anecdotal evidence of the benefits of EAAT, the number of horses we need will continue to grow. When insurance companies reimburse for services on a more wide-spread basis, the number of horses we need will continue to grow. And as all of our troops come home, the number of horses we need will continue to grow.

“The services our professionals provide are giving horses, mules, ponies (even minis!) a less-traditional role in society; however, the horses who are cut-out for this work are anything but traditional. They come in all shapes, breeds and sizes, from a vaulting draft horse to a mini used for equine-facilitated psychotherapy. They come from show backgrounds or racetracks, rescue facilities and some are even raised specifically for EAAT. Exceptional horses who meet all of the requirements and can handle the stress of this work are one in a million. Therefore those accepted into a program are well looked after and cared for. They will be appreciated, respected, thanked and loved. In this 21st century filled with technology and waning interaction with other humans and with nature, EAAT is one way in which an animal, who has always given his all to humans as a beast of burden, can continue to contribute to society and the betterment of man.”

The other finalists under consideration were Certified Horsemanship

Association (CHA), KY; Tootie Bland, Owner and Producer of Road to the Horse, TX; and Intercollegiate Horse Show Association (IHSA), CT.

The remaining 17 nominees were:

- Active Interest Media's Equine Network, "A Home For Every Horse" program, CO
- Dr. Gregory Beroza, Founding Owner and Surgeon of Long Island Equine Medical Center, NY
- Michael Blowen, Founder and President, Old Friends Thoroughbred Retirement Farms, KY
- John Byrd, DVM, Founder and Owner of Horsemen's Laboratory, IL
- Keith Chamblin, Senior Vice President, National Thoroughbred Racing Association, KY
- Ellen DiBella, Founder, Western Dressage Association of America, CO
- Darrell Dodds, Publisher, Western Horseman magazine, TX
- EquiBalance Horse Trailers, New Zealand
- Equine Guelph, Canada
- Interscholastic Equestrian Association, OH
- Charles H. (Chuck) Mintzlaff, Founder of Friendship Training, TX
- Lynda Roemer, Owner and Director of Equine Rescue, Inc., NY
- Jochen Schleese, Owner and Founder of Schleese Saddlery Service and Saddlefit 4 Life, Canada
- Mark Sellers, Founder and CEO of EquiMed LLC, CA
- Eugenia Snyder, Founder and President, Equine Affaire, Inc., OH
- Linda Tellington-Jones, Founder of the Tellington Methods, TTEAM and TTouch, HI
- Lyndsey White, Co-Founder of Rider4Helmets, KY

The Equine Industry Vision Award is the first major award to showcase innovation across the equine industry. The award serves as a unique recognition of ingenuity and service, and benefits the industry by inspiring these qualities in others. Its purpose is to recognize outstanding leadership, creativity and meritorious contributions in the equine industry. Previous recipients of the Equine Industry Vision Award are Alexander Mackay-Smith

in 2002, Don Burt in 2003, the American Quarter Horse Association in 2004, John Ryan Gaines in 2005, Stanley Bergstein in 2006, David O'Connor in 2007, Sally Swift in 2008, Charlotte Brailey Kneeland in 2009, John Nicholson in 2010, Robert E. Cacchione in 2011, and Equine Land Conservation Resource in 2012.

American Horse Publications is a non-profit professional association dedicated to promoting excellence in equine media and better understanding and communication within the equine publishing industry.

Zoetis is the leading animal health company, dedicated to supporting its customers and their businesses. Building on a 60-year history as the animal health business of Pfizer, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, with a focus on both farm and companion animals.

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About PATH Intl.:

The Professional Association of Therapeutic Horsemanship International (PATH Intl.), formerly NARHA, was formed in 1969 to promote equine-assisted activities and therapies for individuals with special needs. At more than 850 member centers, more than 54,000 children and adults find a sense of independence through involvement with horses. These member centers range from small, one-person programs to large operations with several certified instructors and licensed therapists. Through a wide variety of educational resources, the association helps individuals start and maintain successful equine-assisted activities and therapies for individuals with special needs. There are more than 45,000 volunteers, 4,300 instructors, 6,300 therapy horses and thousands of contributors from all over the world helping people at PATH Intl. centers.

Photo available on request.

Photo caption: PATH Intl. Director of Marketing and Communications Kaye Marks, PATH Intl. Board of Trustees Vice President Jim Harlen, PATH Intl. Board President Jody Enget, PATH Intl. CEO Kay Green, and Zoetis Marketing Manager Kate Russo

Photo credit: Daniel K. Lew

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