



 American Equestrian  
Trade Association

**AETA Welcomes Equine Resources International, LLC  
as its New Executive Management Company**

*Equine Marketing Agency Helps Promote  
Growth and Unification in Trade Association*

FOR IMMEDIATE RELEASE

Media Contact:  
American Equestrian Trade Association  
610-444-2025  
[Lua@equineresources.com](mailto:Lua@equineresources.com)

Kennett Square, PA (November 10, 2009) – The American Equestrian Trade Association (AETA) is proud to announce Equine Resources International, LLC (ERI) of Kennett Square, PA, as its new Executive Management Company. The equine marketing firm will help facilitate the association’s mission to unite the industry and support connections between equestrian manufacturers and retailers, as well as maintain AETA’s new headquarters in southeastern Pennsylvania.

“AETA is honored to be represented by a company with the expertise and professionalism of Equine Resources International,” said Frances Bowers, President of AETA. “Lua Southard and her team’s breadth of experience with various aspects of the equine industry are unparalleled.”

AETA was officially incorporated in 2007 as a non-profit trade association governed by industry leaders. Assisted by a partnership with Hopper Expositions, Inc., AETA provides an expanding range of member services and networking possibilities through a series of successful semi-annual trade shows and other benefits. Now with the management of ERI, AETA is working to further enhance the organization, structure and growth of the association.

“AETA was organized during a pivotal time to ensure the future and success of the trade industry,” said Lua Southard, CEO of Equine Resources International, LLC. “ERI is excited to

work with manufacturers and retailers, large and small, while helping to contribute to the growth and success of this important association.”

Established in 1997, ERI has helped clients bring exceptional products and services to horse enthusiasts across the country and around the world. With a client list that has included top industry names such as Pfizer Animal Health, the Equine Network, W.F. Young, Freedom Health, LLC, E. Vogel Boots and Shoes and Leather Goods of Spain – to name just a few – Equine Resources International intends to use their experience to help guide AETA and benefit its members.

Since AETA’s inception, The Association Advantage has provided its services to help establish, promote and manage the association. President Frances Bowers and the rest of the AETA board thank Sherri Oken and her staff for their years of hard work and dedication to the association.

“I look forward to working with ERI and AETA in the upcoming months to ensure a seamless transition.” said Sherri Oken, Principal of The Association Advantage.

One of the goals of AETA and ERI is to make the association a sustainable value for all members. ERI encourages members to contact us with any ideas that will help AETA facilitate this goal. As of Tuesday, November 3, members can reach AETA at their new headquarters at 621 Wollaston Road, Kennett Square, Pennsylvania 19348, or by phone at 610-444-2025, fax 610-444-2027 or email: [info@aeta.us](mailto:info@aeta.us).

For more information on the American Equestrian Trade Association visit **[www.aeta.us](http://www.aeta.us)**. The next trade show, AETA International, produced by Hopper Expositions, Inc., will be held January 30 – February 1, 2010 at the Greater Philadelphia Expo Center in Oaks, PA. To register as an exhibitor or a buyer, visit **<http://www.hopperexpos.com//expos/aetakop-january-2010/home.aspx>**.