

For AMERICAN QUARTER HORSE ASSOCIATION MEMBERS

AMERICA'S HORSE

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DRIVEN TO SUCCEED
THE BEST SEAT IN THE HOUSE:
BEHIND AN AMERICAN QUARTER HORSE

Renewing a Partnership

WHEN LUITPOLD PHARMACEUTICALS INC., MAKER OF the equine joint medication Adequan, became an AQHA corporate partner in January, things began to come full circle for Allyn Mann of Shawnee, Kansas.

"The fact that we even have this opportunity to partner with the AQHA family is so great," says Allyn, senior manager of Luitpold's animal health division. "It has so much to offer, from the events to the personal relationships to some of the international experiences."

In his previous job as manager of the equine division at Bayer Animal Health, Allyn got a good taste of what AQHA has to offer. Since Bayer was then an AQHA corporate partner, Allyn spent a lot of time working with AQHA employees and attending AQHA events.

Some of his notable accomplishments during his time at Bayer include: brainstorming with now-AQHA Executive Vice President Don Treadway Jr. about a new horse show concept for the over-50 crowd that would eventually become the Select World Championship Show (now sponsored by Adequan); and collaborating with photographer David Stoecklein on a coffee table book entitled "The American Quarter Horse." Allyn says his favorite experience was attending the World Equestrian Games in 2002 with Don

and former Executive Vice President Bill Brewer.

Allyn is reuniting with AQHA at an exciting time, with the World Equestrian Games to be held in 2010 on U.S. soil for the first time.

"Luitpold is very involved with (the World Equestrian Games) through our partnerships with the United States Equestrian Federation and the National Reining Horse Association, and now with the AQHA, it really has made that component a much more complete picture for our company to touch all those different associations in a real positive way."

— BY STEPHANIE LAND



Allyn Mann with his daughters, Ellie and Helyn.



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