



YEHA™
YOUR EQUINE HOLISTIC ALLIANCE

An Expanding Online Resource For Those Working To Optimize The Lives of Horses

Founded in Washington State by Tara Felder and Elizabeth Harris, **Your Equine Holistic Alliance (YEHA™)** was born from an idea whose time had come.

Tara and Elizabeth met several years ago while working with another natural horse company. That experience showed them the value of support for, and connection between, service providers and other businesses serving the fast-growing holistic horse community. They recognized that with Felder's knowledge of horses and the holistic horse community and Harris' experience in marketing and business development, they had much to offer that would promote the success of practitioners, clinicians and businesses.

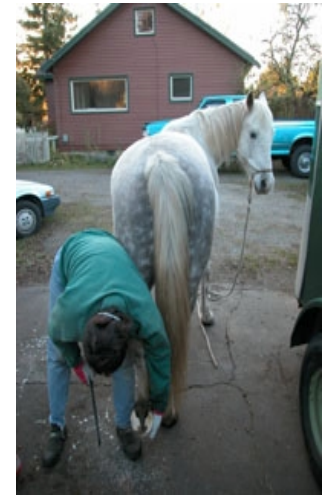
It was evident to Elizabeth that today's businesses face some hearty challenges. She recognized that many of these people are pioneers of a sort, introducing and advocating a softer approach to horse care and horse handling. Because of her experience in marketing and business development, solutions came readily to mind. "We want to offer answers to the most common needs that practitioners, clinicians or business people have when

starting, maintaining or growing a business. Insurance, clinic support, marketing materials & good strategies, cost-effective advertising & promotion, business development and organizational tools are key elements in every business. By offering services in these realms, we grow and thrive by helping horse businesses grow and thrive. Complementary modalities are the way of the future and those at the forefront could use some support."

The final piece to the puzzle slid into place one day over a pot of tea. Elizabeth and Tara explained the core of their idea to their friend Tom Sparks. "We discussed the energy and resources it takes for individuals, working separately, to be successful," reported Tara. "And we examined what it would take to support the individual as well as the collective with the best possible broadstroke." Tom, a retired software engineer, added the third key component that made YEHA a reality -- the technological means of actually connecting holistic horse service providers to one another and to their customers. Tom described the robust suite of programs that he had built for a friend's website and offered to build something similar that would serve all those connected with YEHA.™

YEHA™ can be found on the worldwide web at:

www.yeha.biz



Tara Felder trimming her horse's hoof.

YEHA™ offers these and other services to your business:

- Clinic Support
- Directory Listings
- Calendar of Events
- Easily Managed Webpage
- Monthly Newsletter
- Advertising Opportunities
- Marketing Services
- Business Development

YEHA™ list of contacts:
ClinicSupport@yeha.biz
Marketing@yeha.biz
Advertising@yeha.biz
Admin@yeha.biz