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INDUSTRY IN FOCUS

# AETA Names Law Administrator

Jeremy W. Law was recently named administrator of the newly formed American Equestrian Trade Association. Tack 'n Togs asked him to share a bit about himself and the organization.



Jeremy W. Law

**So, most of us have never heard of Jeremy W. Law before. Give us your life's history in 25 words or fewer.**

I'm a 32-year-old recovering chef, working as a newspaper reporter and freelance writer. My wife, Kimberly, and I are approaching our second year of marriage. We just purchased our first home in Wilson, N.C. I am a former military brat, and this will be my 36th home. Moving to North Carolina and getting married were the smartest things I've ever done. I love it here!

**How did you end up with the position of AETA Administrator?**

My wife, Kimberly, is the U.S. Sales and Marketing Manager for Horshare Ireland. She and Horshare CEO Tom MacGuinness have been working on AETA, and they needed someone to handle the communication and networking to get the organization started. I love communication, working with people and I had the time.

**Any previous connections to the equine industry?**

I have attended several trade shows with my wife and we discuss much about the industry and her work on a daily basis.

**Where is the physical location of your office?**

At our home in Wilson, N.C.

**What are your goals and aspirations in this position?**

I intend to help lay the foundation for AETA's future. I am excited to help get this organization up and running. Ideally, AETA will soon become a trade organization requiring an entire team of dedicated people, as well as a board of directors.

**Tell us about AETA as an organization, how it was formed and what it hopes to accomplish?**

AETA was the brainchild of Horshare CEO Tom MacGuinness. It was formed

*“AETA aims to represent the interests of the Equestrian Trade in the context of trade shows, as well as to be an overall resource and unifier for the industry.”*