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## Celebrating 30 Years of Connaway & Associates Equine Insurance, Inc.

In the early 1990s, amateur show jumper Laura Connaway recognized a unique need in the equine insurance market. When she went to insure her own horses or there was an issue with a horse that required support from her insurance carrier, she found that she didn't know who she was speaking with and, at times, her specific questions couldn't be answered.

Having worked in the insurance business herself, Laura set out to create a different kind of insurance agency. In June of 1992, she officially opened the doors of Connaway & Associates Equine Insurance, Inc.

Comprised of a close-knit team of people that knew horses and the sport—and were often found in the show ring competing alongside their customers—Connaway & Associates became a trailblazer in the industry, recognized for its knowledgeable staff and high-touch customer service.

While changes in the global horse and insurance industries have caused the business to evolve in various ways, 30 years later, Laura and her employees continue to offer that same level of personal service. As they celebrate this impressive milestone, Laura reflected on her years in the business and sheds light on why there's no slowing down in sight.



*As a horse owner and competitor, Laura Connaway opened the doors to Connaway & Associates Equine Insurance Services, Inc. 30 years ago after recognizing a need for a more personal approach to equine and farm insurance. Photo by [Sandy Gregory Photography](#)*

### What has pleasantly surprised you the most about having your own business—or perhaps about the industry—over the last 30 years?

Our business is so personal. We assist our clients in protecting their equine investment, which also happens to be a friend and a competition partner. As horse people ourselves, we are so happy to support fellow horsemen and horsewomen. I have been pleasantly surprised to see how our clients view Connaway & Associates as an extension of their businesses. Our clients are so central to us that we often feel like we are employed by our clients.

### Tell me one of your favorite or most cherished Connaway & Associates memories?

So many of our clients have been with us throughout their whole riding careers. I'm so proud to be part of a team that insures, cheers for, and follows a client from their first pony to being a member of the United States Equestrian Team.

### When you think about Connaway & Associates, what makes you most proud?

I'm most proud of our team. Our team goes above and beyond to provide personalized service. I love being at horse shows and being able to meet and cheer for our clients. As a fellow competitor, I know from personal experience the challenges of keeping horses fit, healthy, and able to maintain long careers. As fellow horsewomen, our team is able to truly empathize with clients when their horses are injured and also rejoice with them when their horses recover.

### What factors have contributed to the success of Connaway & Associates?

The integrity of our team. We have an amazing group, and we feel privileged to be able to work for our clients to get them the coverage that best suits their needs.

### What can we expect from Connaway & Associates in the future?

We will continue to strive to offer the best products and services available in the industry. As the industry changes, we will continue to maintain our personal, hands-on approach to assist our clients to the absolute best of our abilities.

### What advice would you give to someone starting their own business?

The reason we continue to do this after 30 years is that it's absolutely our passion. So, the best advice I can offer is to choose an industry that you love and assemble a team that is as passionate as you are.



*Laura Connaway and her team of fellow horsewomen are passionate about getting to know their clients and cheering them on throughout their riding careers. Photo by [Sandy Gregory Photography](#)*

### About Connaway & Associates Equine Insurance Services, Inc.

At Connaway & Associates, teamwork allows horse people to protect horse people. Since 1992, Connaway & Associates has built a strong reputation as a reliable partner in competition and in business. Connaway and Associates is licensed in 48 states and offers competitive insurance coverage options through several A-rated admitted insurance carriers. Connaway & Associates does the work so its clients can enjoy their passion for horses. For more information on Connaway & Associates and its offerings, visit [www.connaway.net](http://www.connaway.net).