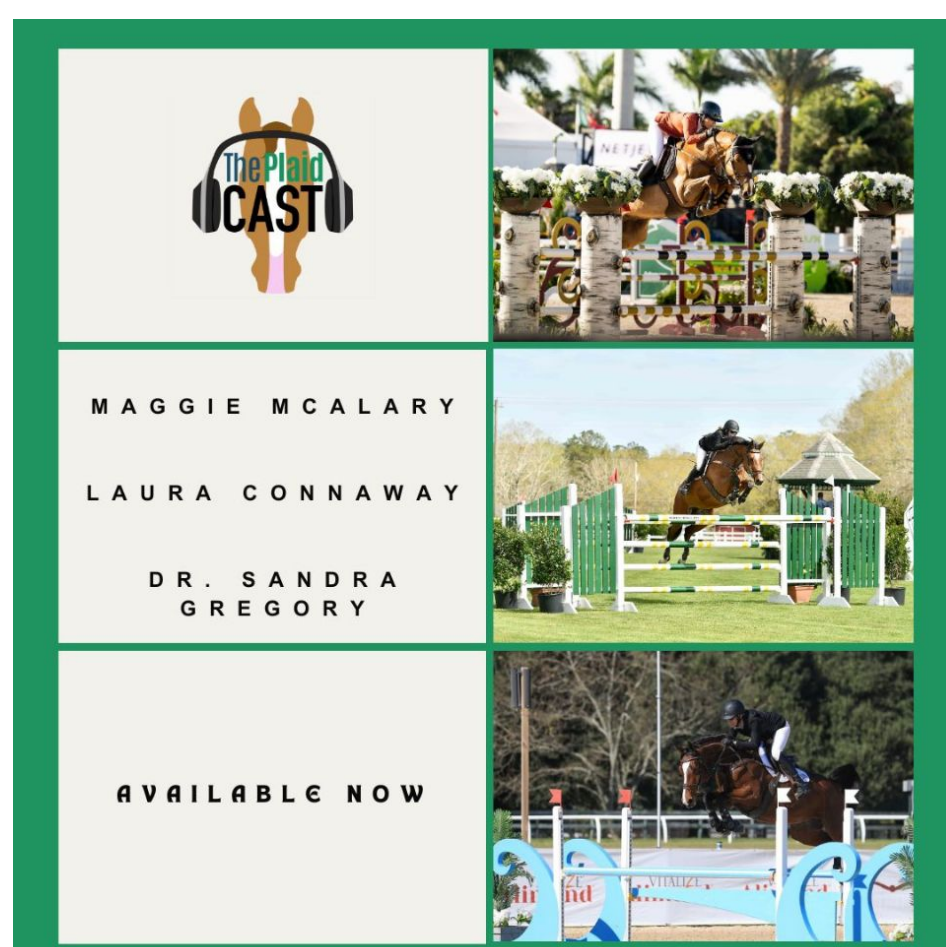




Podtastic: Laura Connaway Talks to The Plaidcast and Equestrian B2B Podcast

Laura Connaway, of [Connaway & Associates Equine Insurance Services, Inc.](#), joins The Plaid Horse's popular podcast, The Plaidcast, sharing tips and advice on maximizing horse ownership despite time and budget constraints. The episode highlights some of what it takes for Connaway to juggle her job in insurance with being an amateur grand prix show jumper riding her own home-bred horses.

Connaway is also featured on the latest episode of the Equestrian B2B Podcast produced by Equestrian Businesswomen where she talks about how she got into the equine insurance business, outlines some of the reasons why she loves what she does, and how she keeps her team fresh and keen through a flexible, understanding approach to working hours.



The Plaidcast

In the [Plaidcast](#) episode, Connaway sites “perseverance, patience, and time” as key to her riding progress and success. That goes hand-in-hand with being meticulously organized, methodical, and voraciously open to watching and learning. Groundwork is also a vital tool for Connaway, especially with her younger horses.

“I always say to young people or those who perhaps don't have the funds, that the more types of horses you can learn to ride and the more challenges you can ride through, the more options you have for horses later who are maybe not top dollar – or maybe you can breed or buy younger ones and develop them. It's not magic; it just takes consistent day-to-day progress,” she advises.

The Plaidcast episode also features fellow amateur equestrian and ABR Board Certified Radiation Oncologist Dr. Sandra Gregory. Neither Connaway nor Gregory are at a professional barn soaking up knowledge daily, but they each have developed strategies to help maximize the time they are able to spend with their horses, both at home and at competitions.



Laura Connaway and Sandy Gregory at a horse show together.

Connaway adds, “I was excited to be part of this podcast because I think it is important to know that there are many ways to enjoy our horses and to participate in the sport we love so much. It's nice to be in a sport where a rider can be as hands on as they want to be and are able to be. The extremes go from my life — where I maintain a private barn, ride and train my horses each day, and drive the horses to shows — to an individual that meets their horses at show venues in a full care/training environment.”

Listen to the podcast now for great ideas on how to equip yourself to be a better rider and how to ensure you have the support you need even without daily help from the ground – plus find out which riders you should be watching, and why.

[Listen Now](#)



Equestrian B2B Podcast

Laura Connaway speaks to Jennifer Wood and Jennifer Connor on the [Equestrian B2B Podcast](#) produced by [Equestrian Businesswomen](#) about working a four-day week, treating customers fairly, and the advantages of working with more than one insurance carrier.

“Treating people very fairly regardless of the amount of business they send to you or any other aspects [is critical],” emphasizes Connaway, who runs Connaway & Associates Equine Insurance Services, Inc. with her sister Carlyne Tanner. “Each individual person deserves exactly the same: your full attention and as much research as you need to do with the different companies in order to give them the product that best suits them.”



EQB2B. podcast guest Laura Connaway spoke about the equine insurance industry and more. Photo by Sandra Gregory

Connaway explores some of the best routes into a career in the horse insurance industry and the steps to take to get into the sector. She discusses the flexibility she extends to her team in the office to foster a positive working environment and keep them happy. Connaway is realistic about her employees' commitments outside of work with things like children, horses, and pets, and offers great flexibility to her team.

“In the normal work environment that I started in, it was very difficult not to be able to do things like take your dog to the vet — or not be able to leave an hour early even though everything was caught up — because of these strict guidelines, and I don't think there's anything for that,” she says. “I think that people are going to be much happier and better suited to work here if they can take a breath and do what they need to do. Then they're happy when they're here, and it seems to work really well.”

[Listen Now](#)

The mission of EQBW is to connect businesswomen in the equine industry to provide them with resources and community to foster their professional development and business opportunities. In this community, women can network to the network of like-minded individuals. Inclusive of various disciplines and skill sets, to educate themselves, become better managers, strengthen relationships, and more, in order to strive for success in whatever business they pursue. Equestrian B2B is the EQBW podcast that brings together industry leaders, entrepreneurs, and equestrians for conversations about how they build and sustain a successful business.

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 & 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](#).