



CERTIFIED HORSEMANSHIP ASSOCIATION



# International Conference

October 22 - 25, 2015

American Quarter Horse Hall of Fame & Museum  
West Texas A&M University

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## CHA International Conference



### From the Pen of the President

Welcome to our CHA International Conference hosted for the first time in Amarillo, Texas! Our staff and volunteers have planned an excellent

program, with top-notch speakers, for riding instructors and horse enthusiasts to enhance their teaching, riding, and equine knowledge. I look forward to the excellent networking opportunity the sessions, speakers, and fellow participants provide. You will not want to miss our visits to the AQHA Hall of Fame and Museum as well as the Palo Duro Canyon! Please take time at this conference to explore ways to enrich your lesson program keeping lessons exciting, fun, progressive and SAFE! I would like to thank Amanda Love and her team of students and school horses from West Texas A&M for all of the behind-the-scenes work required to host this conference. Enjoy your time in Texas!

*Peggy Adams, CHA President*



### Welcome to CHA Region 8!

It is wonderful to be in Quarter Horse Country for our annual conference this year! So many of us work with stock horses as our school horses and now we can find out

more about their pedigrees in the AQHA Hall of Fame and Museum and ride some great ones at West Texas A&M University. I am looking so forward to spending time with the wonderful attendees, speakers and vendors that we have this year. I am a true believer in not reinventing the wheel and trying hard to do what is right by our association through the partnerships we make. It is my pleasure to have the American Quarter Horse Association, the National Reining Horse Association, and the National Cutting Horse Association all as such a big part of our event this year. Thank you and here's to a BIG Texas Time!

*Christy Landwehr, CHA Chief Executive Officer*  
Clandwehr@CHA-ahse.org

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# CHA INTERNATIONAL CONFERENCE October 20 – 23, 2016



Murfreesboro, TN - just outside of Nashville  
at Middle Tennessee State University

FOR MORE INFO: [WWW.CHA-AHSE.ORG](http://WWW.CHA-AHSE.ORG)

## CHA CORPORATE OFFICE & STAFF

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Donna Hansen—[dannahansen1969@gmail.com](mailto:dannahansen1969@gmail.com)—UT

**Region 11 (AK & Yukon)** This position is open.



HOST SITE:  West Texas A&M UNIVERSITY

West Texas A&M University

*The School Horses Are Provided  
By West Texas A&M University*

Welcome to West Texas A&M University, the Equine Program here at WT is excited to host ya'll this weekend for the CHA International Conference! West Texas A&M University has been serving the Panhandle of Texas and world since 1910 and has a history that is rich in tradition and western lifestyle. WTAMU offers 58 undergraduate degrees, 38 graduate degrees and one doctoral program for students. The 2015 Fall semester was a record breaking year for WTAMU with over 9,500 students enrolled an all-time high for the university.

The Department of Agricultural Sciences is home to the Equine Industry and Business degree that draws students from across the country and world and provides undergraduate students a balance of training in science and business, integrated with specific applications to the horse and related industries, which prepares graduates to be competitive for careers in equine-related industries through the Equine Industry and Business Option. Students have the opportunity to pursue their equine interests further with competing teams such as the Women's Equestrian Team (2003 and 2013 National Champions) competing in Western and Hunt Seat. Other co-curricular activities available for students include the Rodeo Team (2006 National Champions), Horse Judging Team (over 55 Champion or Reserve Champion Teams or Individuals), Stock/Ranch Horse Team and Horsemen's Association.

During conference, we hope that you enjoy all aspects of the WTAMU campus and Horse Center, we want you to feel like a WT Buffalo! We take great pride in our herd of 50 school horses that really are the best teachers we have on faculty. Our students will be on hand to chat with you and make you feel at home as well as answer any questions.

Visit us online, to learn more at [wtamu.edu](http://wtamu.edu) or [gobuffsgo.com](http://gobuffsgo.com) or you can follow us on social media.

**Amanda Love,**  
*Instructor, Department of Agricultural Sciences  
Head Coach, Women's Equestrian Team  
West Texas A&M University*



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## CHA Award Winners

### VOLUNTEER OF THE YEAR

2014.....	Laura Jones
2013.....	Tara Gamble
2012.....	Lori Maciulewicz
2011.....	Tammi Gainer
2010.....	Ann Streett-Joslin
2009.....	Tim Alderson
2008.....	Jack Breaks
2007.....	Lynn O'Brien
2006.....	Beth Powers
2005.....	Bill Enns
2004.....	Lynn Squire
2003.....	Christine Guenther
2002.....	Dodi Stacey
2001.....	Jo-Anne Young
2000.....	Michal Kays
1999.....	Susanne Valla
1998.....	Barbara Christian
1997.....	Lew Sterrett
1996.....	Susan Harris

### PARTNERS IN SAFETY

2014.....	North American Trail Ride Conference
2013.....	Julie Goodnight
2012.....	Riders4Helmets
2011.....	Saddle Up Safely - University of KY
2010.....	Troxel
2009.....	Equisure, Inc.
2008.....	Kentucky Horse Park
2007.....	American Quarter Horse Association
2006.....	American Vaulting Association
2005.....	NARHA
2004.....	North American Horsemen's Association
2003.....	American Camping Association
2002.....	Markel Insurance Company
2001.....	American Youth Horse Council
2000.....	Washington State 4-H Foundation
1999.....	Horse Council of British Columbia
1998.....	Hadley Stacey
1997.....	Julie Fershtman of counsel
1996.....	Lexington Helmets

### STONE SCHOOL HORSE OF THE YEAR

2014.....	Pumpkin from Houghton College in Houghton, NY
2013.....	Brady Who from Star T Ranch in Aledo, Texas
2012.....	Shawnee from PLA Horse Play Covington, Georgia
2011.....	Chewy - Living Water Ranch - Fairbanks, Alaska
2010.....	Cinder - Center Lake Bible Camp - Tustin, MI
2009.....	Bojangles - Paradise Ranch - Springfield, TN
2008.....	Smokey - Dream Catcher Stables - Spring, TX
2007.....	Doc - Golden Gate Vaulters - Golden, CO
2006.....	Domino's Crescent Moon - Eagle Ck Eq Ctr - Griffin, GA
2005.....	Mr. Peach - Emigrant Spgs Hrsmn - Grass Valley, CA
2004.....	Woody - Woodloch Stables - Hugo, MN
2003.....	Shotgun Jetta - TLC Stables - East Swanzey, NH
2002.....	Yeller - Rancho Vista Therapy Ctr - Fort Collins, CO

### INSTRUCTOR OF THE YEAR

2014.....	Kristi Harris of Pryor, Oklahoma
2013.....	Tara Reimer of Steinbach, Manitoba
2012.....	Patti Stalley of Riverton, Wyoming
2011.....	Megan-Rai Ferguson of Saint Andrews, Manitoba
2010.....	Mitzi Summers of Ft. Plain, New York
2009.....	Steven Lantvit of La Porte, Indiana
2008.....	Tanya "T" Cody of Tallahassee, Florida
2007.....	Jennifer Willey of White Bear Lake, Minnesota
2006.....	Karen Pikovsky of Irwin, Pennsylvania
2005.....	Lori Hall-McNary of Escondido, California
2004.....	Rathel Gincig of Aurora, Colorado
2003.....	Cydney Adler of Burien, Washington

### CLINIC INSTRUCTOR OF THE YEAR

2014.....	Teresa Kackert of Menifee, California
2013.....	Delena Jennings, Utterson, Ontario
2012.....	Michal Kays of Rochester, Washington
2011.....	Terry Williams, Blanchester, Ohio
2010.....	Heidi Potter, Guilford, Vermont
2009.....	Stan Loewen, Mead, Kansas
2008.....	Millie Binkley, New Johnsonville, Tennessee
2007.....	Jo-Anne Young, Houghton, New York
2006.....	Tara Gamble, Edmonton, Alberta
2005.....	Polly Haselton Barger, Nashville, Tennessee
2004.....	Barbara Klatt, Lancaster, Ohio
2003.....	Darla Ryder, Weatherford, Texas

### DISTINGUISHED SERVICE AWARD

2014.....	Jim Glunt of Martinsburg, Pennsylvania
2013.....	Susan Harris of Cortland, New York
2012.....	Phil Peterson of Ritzville, Washington
2010.....	Patrick Mullins, Bumpass, Virginia
2009.....	Fred Bruce, Holbrook, Arizona

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# Special Events - Highlights

**CHA CLINIC STAFF MEETING**  
– HOLIDAY INN  
THURSDAY AT 1 P.M. AT HOTEL

**CHA REGIONAL DIRECTORS & STATE/PROVINCIAL REP MEETING**  
– HOLIDAY INN  
THURSDAY AT 1 P.M. AT HOTEL

**SILENT AUCTION**  
– WEST TEXAS A&M UNIVERSITY

To be held Friday and Saturday. Final bids accepted at the banquet on Saturday night. Make sure to stroll through the auction area and bid on your favorite items. Proceeds benefit CHA to help provide scholarships to those who need financial help to attend a CHA clinic.

**SADDLE RAFFLE**  
– HOLIDAY INN HOTEL AND  
WEST TEXAS A&M UNIVERSITY

Western saddle is being raffled off this year, courtesy of Tim Alderson from Pine Cove Christian Conference Center.

**CHA SITE VISITOR TRAINING**  
– HOLIDAY INN AND  
WEST TEXAS A&M

Attention CHA Certified Instructors! We want you to as CHA site visitors! Please join us Thursday 9 a.m. – 1 p.m. and again on Sunday from 9 – noon to ensure that we have qualified site visitors in each state and province to accredit equine facilities.

**CHA WELCOME & ANNUAL MEETING**  
– HOLIDAY INN

Join us Thursday at 2 p.m. to open our conference with the Amarillo Cowboy Welcoming Group from Coors Cowboy Club and then our annual meeting led by CHA President Peggy Adams.

**WEST TEXAS A&M UNIVERSITY CAMPUS TOUR**  
– SATURDAY AT 4:30 P.M.

**CHA ANNUAL AWARDS BANQUET**  
SATURDAY NIGHT,  
OCTOBER 25TH AT 7 P.M.  
– WEST TEXAS A&M UNIVERSITY

**HELP US CELEBRATE AS WE TOAST THE FOLLOWING AWARD WINNERS:**

CHA Volunteer of the Year  
CHA Instructor of the Year  
Clinic Instructor of the Year  
Partner in Safety Award  
CHA School Horse of the Year  
CHA Distinguished Service Award

**MEET AND GREET RECEPTION**  
– AMERICAN QUARTER HORSE  
HALL OF FAME AND MUSEUM

Thursday evening at 5 p.m. with Welcome by AQHA Executive Vice President Craig Huffhines and the history of Amarillo with Jim Jennings

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**RIDE A REINER WITH NATIONAL REINING HORSE ASSOCIATION**  
– \$55 EACH RIDER FOR 10  
MINUTES ON SATURDAY AT NOON

**TRADE SHOW EXHIBITORS & CHA PRODUCT LINE**  
– WEST TEXAS A&M UNIVERSITY  
ON FRIDAY AND SATURDAY

Please take the time to shop and check out the great items on sale from CHA, our sponsors and vendors. Remember CHA Life Membership at Conference is only \$650, a savings of \$100!

**PALO DURO CANYON DINNER & TOUR**  
– FRIDAY EVENING

Included with your full conference fee, visit the stunning Palo Doro Canyon and have a wonderful BBQ dinner with the Coors Cowboy Club! Entertainment by Ed Montana with Coors Cowboy Club.

**MARKEL TRAIL CHALLENGE**




INDOOR ARENA  
– SATURDAY, 3 P.M.

Come and try your hand in teams of two with Packing, Rope Tying & Fire Building!

**REGION 8 MEETING**  
– CLASSROOM SATURDAY  
AT 3 P.M.

CHA Members from Oklahoma, Texas, Mississippi, Arkansas, Louisiana, and New Mexico come together to pick your state representatives and talk about your upcoming regional events.

**MOUNTED & HANDS-ON HORSE SESSIONS**

All mounted and hands-on horse sessions will be held in the two arenas at West Texas A&M University Horse Center. Four riding spots are available for almost every mounted session. Riders sign up ahead of time at registration for the session of your choice on that same day. Make sure to note riding ability at the top of each form; do not sign up to ride in a class that is being taught at a higher level than you ride. Limit one ride time per person for the entire conference to make sure we have enough room for all. Riding spots are not open to day rate participants. All are welcome to audit all sessions. Keep in mind that all riders will be given a thorough safety check before starting their session. Helmets and boots are required and not provided. 

# 2015 Exhibitors

## NATIONAL REINING HORSE ASSOCIATION



What horseman doesn't love to see a smooth stopping horse that can spin on a dime and rollback in his tracks after the slightest of cues? The National Reining Horse Association promotes the sport of Reining and these athletic and maneuverable athletes. From training DVDs and entry-level classes to local shows and the NRHA Professionals program, NRHA can improve your day in the saddle – whether you're in the show pen or on the trail. Visit [www.nrha.com](http://www.nrha.com) to find out how you can have the slide of your life in the sport of Reining.

## NATIONAL CUTTING HORSE ASSOCIATION



The NCHA promotes and celebrates the cutting horse, whose origin on Western ranches allows us to support ranching and its western heritage. By establishing rules for the conduct of cutting horse shows, NCHA strives to give cutters a level playing field and a progressive class structure, which accommodates the beginner to the advanced competitor. NCHA draws on the diverse talents and background of its members, and encourages their participation in helping it achieve these goals.

## ALPHA & OMEGA MOUNTED PATROL



Alpha & Omega is America's oldest and largest private mounted patrol. Full-time and part-time Troopers are needed to perform mounted safety and courtesy patrol duties for The Woodlands Township, located thirty miles north of Houston, Texas. Horse owners possessing great people skills and residing in California, Texas, Southeast U.S., Mid-Atlantic and Northeast U.S., or British Columbia, Canada, are encouraged to apply. In addition to impeccable horsemanship skills, Alpha & Omega requires Troopers to maintain a polished, friendly, and professional demeanor, should own their mount and have dependable access to a safe truck and trailer, must be at least twenty-one years of age and be able to pass a background check. Horses may come from any background, breed or discipline, but must be tolerant of intense visual, auditory and tactile stimuli. Geldings and mares (no stallions) must be at least 15 hands, in good health, and shod to A&O standards. All horse and rider candidates must pass a rigorous interview process before being selected for duty. Visit the Employment page of Alpha & Omega's website.

## HORSE SENSE SOLUTIONS



Did you know your horse has different digestive problems just like you? Do you keep digestive products on the shelf for your own needs? Products that help you with digestive problems of Constipation, Diarrhea, Heartburn, etc. Well we have developed a product line for HORSE'S different digestive needs. Often, horses may have digestion difficulties by simple acts of severe weather change, change in their routine or an abrupt change in the feed source. Ranging from Impactions, Diarrhea, Upset Stomach, refusing feed or not eating up. In your time of need, these products need to be readily available on your shelf. Our products provide a common sense approach to assisting horses with common digestive needs. Horse Sense Solutions has different products for different needs. Visit our website to see all the products [www.HorseSenseSolutions.com](http://www.HorseSenseSolutions.com) or call 800-448-8180. Located in over 500 stores in USA.

## INTERSCHOLASTIC EQUESTRIAN ASSOCIATION



Every riding school has young clients who cannot afford to lease or purchase a horse for competition, and often lose those riders to other team sports. The Interscholastic Equestrian Association (IEA) offers the opportunity to participate on a riding team and compete for scholarships, all without needing to own or lease a horse. Offered to grades 6-12, the IEA program is the perfect addition to any riding school since it offers a low-cost competition option and the benefits of being part of a team! Visit [www.rideiea.org](http://www.rideiea.org) for more information about how you can take advantage of this great program.

## REAL TIME EQUINE



Real Time Equine is a web based service designed to let our customers digitally store their equine documents (coggins, health papers, breed papers, etc.) and access them using any PC, tablet, laptop or smart phone. We want the horse person to spend less time keeping track of records and more time enjoying their equestrian life. Easy to set up account takes less than 2 minutes and start loading documents. For each horse: put barn name, registered name, date of birth, breed, color, marking, and any additional information you

feel is necessary, upload documents (by scanning, taking a picture or from a saved file). Expiration date can be added for any documents which will trigger a reminder to be sent to owner prior to expiration of document. Real Time Equine offers a variety of plans to choose from whether a 1 horse plan or a 100 horse plan. Real Time is endorsed by RSNC (Ranch Sorter National Championships), NLBRA (National Little Britches Association), and ACTHA. Real Time is proud sponsor of All Around Performance Horse and CHA.

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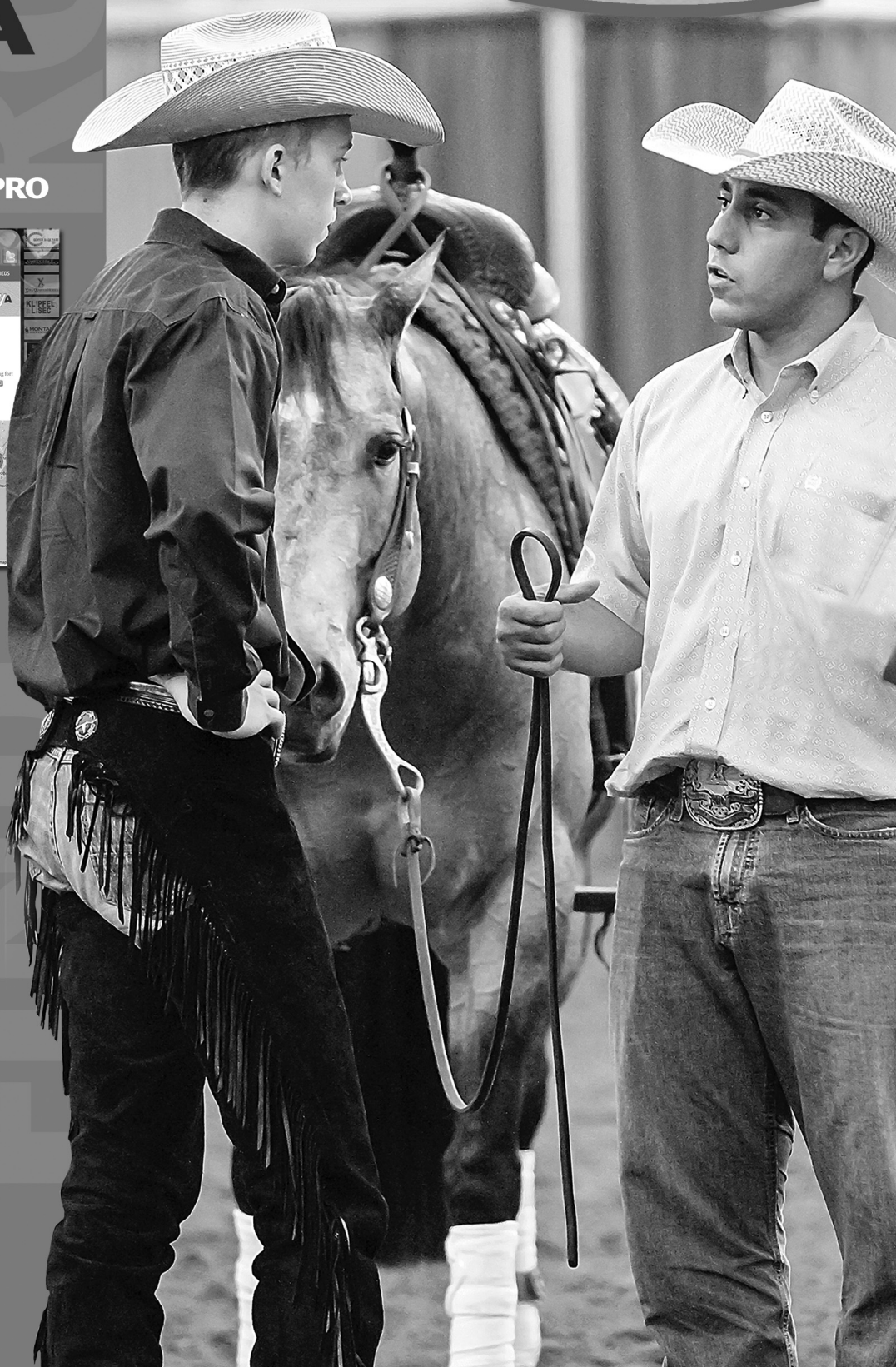
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# Conference Presenters

*Thank you to all of this year's volunteer presenters.  
Your willingness to share your expertise is much appreciated!*

## KIM BROWN



Kim has more than 35 years of experience equine industry publishing and marketing. Currently she is the Associate Publisher/Editor of two brands

for Active Interest Media (AIM) that are focused on business. EquiManagement is for equine veterinarians and Stable Management is for farm/stable owners and riding instructors. Kim's background includes nearly 30 years at Blood-Horse Publications, the first 15 with The Blood-Horse magazine, ending up as a Contributing Editor, and the second 15 developing The Horse: Your Guide To Equine Health Care as the Publisher/Editor. Kim retired from publishing to become Global Marketing Manager at Kentucky Equine Research, and while there lead the team that created award-winning newsletters and videos, launched a new content-driven educational website, and developed an e-commerce site. Kim then ran her own marketing/content development company for a short time before accepting a full-time position with AIM's Equine Network. Kim and her musician husband, Ben, moved

from Kentucky to Wyoming and are enjoying the outdoor life riding horses, camping, cycling, hiking, fishing, canoeing, and Kim's favorite—rockhounding. Kim can be reached at KBrown@THINInc.com.

## LUCK IS WHERE PREPARATION MEETS OPPORTUNITY

– KEYNOTE – THURSDAY – 3 P.M.

Do you want more students? Do you want to teach at more facilities (or a specific facility) and just can't seem to break the ice? Do you want to start camps or expand the ones you have but need a partner to make it happen? Then you need to learn how to recognize and take advantage of opportunities you might not even see that are in front of you today!

## FRED BRUCE



Fred won the CHA Distinguished Service Award in 2009. He is a Standard, Combined, Seasonal, Trail, Driving and Equine Facility Managers Clinic Instructor for CHA. He

has been a part of CHA since 1981 and has been instrumental in starting and improv-

ing many CHA certification programs. Fred has been a contributing author for many of the CHA manuals and has served on the CHA Board of Directors. Fred currently lives in Holbrook, Arizona.

## KNOT TYING 101 – TRAIL ENCAMPMENT – FRIDAY 10:30 A.M.

This session will prepare you to try out your hand at the Markel Trail Challenge and also to get your own knots around horses and packing better. Come for a hands-on and fun experience with ropes!

## PACKING – TRAIL ENCAMPMENT – FRIDAY AT 3 P.M.

This session will involve learning how to pack a horse to go into the back country. Keeping your loads safe and balanced and what types of hitches to use.

## TARA GAMBLE



Tara has been the Past President of the Certified Horsemanship Association (CHA) and of the Alberta Equestrian

## STUDENTS IN GRADES 6-12: TAKE THE REINS AND JOIN THE IEA

*No Need To Own A Horse!*

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"AS A COACH I FEEL INCREDIBLY LUCKY TO WORK WITH AN ORGANIZATION THAT OFFERS YOUNG EQUESTRIANS SO MANY OPPORTUNITIES! OUR RIDERS HAVE DEVELOPED SUCH A STRONG SENSE OF SPORTSMANSHIP AND HORSEMANSHIP BECAUSE OF THE IDEOLOGIES AND PRACTICES OF THE IEA."

— Coach, Chatham, VA



**NEW CHA COACHES JOIN FOR FREE AND NEW CHA RIDERS GET \$10 OFF. MEMBERSHIP CLOSES NOVEMBER 1ST FOR THE 2015-2016 SEASON**

Riders in grades 6-12 can compete with teams in the Interscholastic Equestrian Association (IEA). School-age children, with various levels of experience, compete in Hunt Seat and Western disciplines throughout the school year. Riders not only compete for individual points, but for their team as well.

It's fun and challenging – and there is *no need to own a horse!* The IEA is available to public or private schools and barn teams.

Horses are provided to each rider at every event. All mounts are selected by a draw. Parents like that the IEA provides an affordable format for their child as he/she builds riding skills.

Many of our riders receive scholarships based on their performance throughout their IEA years.

Founded in 2002, the IEA has more than 11,000 members on 1,100 teams competing in hundreds of shows across the United States each year. For more information, please call Jennifer Eaton, IEA Membership Coordinator, at 877-RIDE-IEA (877-743-3432) or Jenn@rideiea.org.



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Federation (AEF), as well as the opportunity to represent Canada as Runner-Up Miss Rodeo Canada 1998. She has served on the Equine Canada Board of Directors as a representative to recreation, and on the Strathcona County Economic Development and Advisory Committee as the agricultural representative. It has been an honor for Tara to receive both the CHA Clinic Instructor of the year (2006), and Volunteer of the year (2013) awards. She is a CHA Clinic Instructor, and a designated Professional Horseman with the American Quarter Horse Association (AQHA) and was appointed to the AQHA Youth Activities Committee in 2012, where she is able to contribute to her vision of helping the industry to work collaboratively to strengthen it. Her education includes a Bachelor of Science degree in agriculture from the University of Alberta.

With over twenty three years of industry teaching experience and a background in both Western and English, Tara offers weekly riding lessons at her facility east of Ardrossan, Alberta. In addition, she judges various horsemanship competitions, presents seminars and instructs clinics. She has been fortunate to work with many equine

professionals on the provincial, national and international levels which has greatly enriched her experiences.

#### TRANSITIONS TO IMPROVE LIGHTNESS – INDOOR ARENA – FRIDAY AT 10:30 A.M.

This session will focus on how the use of transitions can assist in creating a more responsive and lighter horse. Through a series of exercises you will see a progression of how both the rider and horse improve their responsiveness to the aids, and discuss the benefits of this. The ultimate goal is to achieve a true partnership; working in harmony to develop feel as a rider and in turn a more attentive, supple and lighter horse.

#### JULIE GOODNIGHT



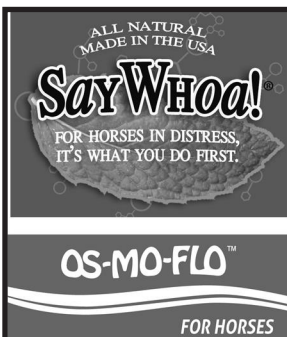
Julie is the popular RFD-TV host of Horse Master airing Monday and Saturday nights. Julie travels the USA sharing her no-nonsense horsemanship training with riders of all disciplines.

Whether you ride English, Western, dressage or trail ride, Julie's "Classic Skills for

a Natural Ride" teaching helps you feel more confident in the saddle and helps you understand the "whys" of horsemanship. She loves continually learning and sharing horse behavior insights and she relates that knowledge to how you should interact with your horses. She's experienced in dressage and jumping, racing, reining, cow horse, colt-starting, and wilderness riding. You've probably seen her articles in Horse & Rider, The Trail Rider and many other horse publications. Julie is honored to be the International Spokesperson for the Certified Horsemanship Association and was named Equine Affaire's Exceptional Equestrian Educator. Julie grew up on the hunter-jumper circuits in Florida, but is now at home in the west. She and her husband Rich Moorhead live in the mountains. Both love versatility ranch horse competitions and riding cow-horses.

#### WORKING WITH ADVANCED RIDERS – INDOOR ARENA – FRIDAY AT 9 A.M.

Learn to make subtle position corrections with your advanced riders and to keep them engaged in lessons, even when what you are working on are basic fundamentals of good horsemanship.



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# CHA International Conference

WEDNESDAY, OCTOBER 21, 2015

8 a.m. - 5 p.m. CHA Board Meeting - Holiday Inn Hotel

THURSDAY, OCTOBER 22, 2015

9 a.m. - 1 p.m. CHA Site Visitor Training - Holiday Inn West

10 a.m. - 2 p.m. Registration/Trade Show - Holiday Inn West

Noon Lunch on your own

1 p.m. Regional Directors and State/Provincial Rep Meeting - Holiday Inn West

Clinic Staff Meeting - Holiday Inn West

2 p.m. Ed Montana - Cowboy Welcome to Texas - Holiday Inn West

John Pitkin - About West Texas A&M University

CHA Annual Membership Meeting

3 p.m. Keynote Speaker - Kim Brown with Stable Management magazine

Luck is Where Preparation Meets Opportunity

4:30 p.m. Busing over to AQHA Hall of Fame and Museum

5 p.m. Reception/Dinner - AQHA Hall of Fame, Museum and Gift Shop

Jim Jennings - History of Amarillo

Craig Huffhines - AQHA Executive Vice President

9:30 p.m. Busing back to Holiday Inn West

FRIDAY, OCTOBER 23, 2015

7:30 a.m. Breakfast on your own

8:30 a.m. Busing to West Texas A&M University

Silent Auction and Trade Show opens

9 - 10:15 a.m. Jochen Schleese - Saddle Fit Issues That Affect Comfort, Performance and Even Soundness - Classroom

Julie Goodnight - Working with Advanced Riders - Indoor Arena

10:30 - 11:45 Valerie Ormond - Leading Beyond the Saddle - Classroom

Cheryl West - Connected Riding - East Pen

Tara Gamble - Transitions to Improve Lightness - Indoor Arena

Knot Tying 101 - Fred Bruce - Trail Encampment

Noon Lunch - NCHA Ride a Cutter - Extra \$ - Indoor Arena

1:30 - 2:45 Jim McDonald - Horsemanship Through Principles of Behavioral Science/Learning Theory - Classroom

Jochen Schleese - Identifying and Correcting Saddle Fit Issues to Horse and to Rider - East Pen

Teresa Kackert/Amanda Love - Jumping Exercises - Indoor Arena

3 - 4:15 p.m. Sanna Roling - Teaching Riders with Disabilities in a Recreational Riding Program - Classroom

Darla Ryder - ABCs of the Human/Horse Relationship - East Pen

Terry Myers - How Shoulder Control Affects Performance - Indoor Arena

Packing - Fred Bruce/Stam Loewen - Trail Encampment

4:30 p.m. Busing back to Holiday Inn West or to Palo Duro Canyon Tour and Dinner

Coors Cowboy Club Entertainment

9 p.m. Busing back to Holiday Inn West



**Photographs and Video** By being an attendee at this event you are allowing CHA to capture your image on photography, video or both and use it to further promote CHA and educational conferences in the future. Thanks to Moving Images NW and the Kays for their support!



# Tentative Schedule of Events

## SATURDAY, OCTOBER 24, 2015

- 8 a.m. Breakfast on your own  
IRD meeting - at West Texas A&M
- 8:30 a.m. Busing to West Texas A&M University  
Trade Show and Silent Auction Opens
- 9 a.m. - 10:15 Jordan Manfredi with Horse Tack Co. - Marketing that Works! - Classroom  
Dale Rudin - How to Develop Feel in Riders - East Pen  
Julie Goodnight - The Science of Cueing - Indoor Arena  
Dutch Oven Cooking and Fire Building - Stan Loewen - Trail Encampment
- 10:30 - 11:45 Dr. Dennis Sigler - Energetics for the Performance Horse - Classroom  
Joanne Young - Lateral Work Defined - East Pen  
Melanie Wilhelm - Getting Your Students Involved with Reining - Indoor Arena
- Noon Lunch - NRHA Ride A Reiner - Extra \$ - Indoor Arena
- 1:30 - 2:45 Tom Scrima - The Economics of Economical Marketing - Classroom  
Julie Goodnight - Schooling the School Horse - East Pen  
Van Hargis - Reduce Your Problems to the Ridiculous - Indoor Arena
- 3 - 4:15 p.m. Markel Trail Challenge - Packing, Rope Tying & Fire Building - Indoor Arena  
CHA Region 8 Meeting - Oklahoma, Texas, Mississippi, Arkansas, Louisiana, New Mexico members - Classroom  
Closing of Trade Show
- 4:30 p.m. Busing back to Holiday Inn West  
West Texas A&M University Campus Tour
- 6 p.m. Busing back to West Texas A&M University
- 7 p.m. CHA Awards Banquet - West Texas A&M University  
Van Hargis - Are You Focused on Success? - Keynote Speaker
- 9 p.m. Closing of Silent Auction - West Texas A&M University
- 10 p.m. Busing back to Holiday Inn West

## SUNDAY, OCTOBER 25, 2015

- 8 a.m. Breakfast on Your Own  
Tours on your Own
- 9 a.m. - 12 p.m. CHA Site Visitor Training - Holiday Inn Hotel
- Noon - 4 p.m. YouTube Video Production - West Texas A&M University  
Lunch on Your Own

Full conference participants may ride in one mounted presentation. Please bring own boots, correct riding attire and ASTM-SEI approved helmets. Sign up at the CHA registration desk to ride when you arrive.

\$ Registration and extra fee required. Sign up at CHA registration desk for Ride a Reiner.

CHA Site Visitor Training – Please register ahead of time with CHA Program Director Polly Haselton Barger – pbarger@CHA-ahse.org

See you next year October 12 – 16, 2016 at Middle Tennessee State University in Murfreesboro, Tennessee near Nashville!

.....  
**Visit [www.CHA-AHSE.org](http://www.CHA-AHSE.org) to  
buy Official Publications,  
Merchandise, Apparel and  
Program Materials!**  
.....

THE SCIENCE OF CUEING  
– INDOOR ARENA  
– SATURDAY AT 9 A.M.

Understand the scientific basis of training concepts such as positive and negative reinforcement and classical versus operant conditioning, then apply these theories to the art of cueing a horse in regards to the aids that you use, their sequence and timing.

SCHOOLING THE SCHOOL HORSE  
– EAST PEN  
– SATURDAY AT 1:30 P.M.

Oh the things they put up with and the tricks they learn! Find out some effective training techniques to help keep your school horses honest and happy and balanced in their training and conditioning.

VAN HARGIS



Van Hargis is known as one of today's most versatile horsemen/clinicians. More than just a clinician who talks about horsemanship, Van is a true horseman whose clinic and seminar

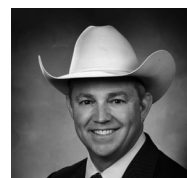
presentations are born out of real-world experience working with and learning from horses. Van started riding horses when he was only four years old and launched his career as a trainer at twelve when the wife of world-renowned saddle maker Billy Cook hired him to train her horse. He spent much of his youth in the saddle, working cattle at ranches around his Texas home. At the same time Van was honing his skills as a trainer and competitor, taking both his own and his clients' horses into the show ring and the rodeo arena.

Van and the horses he's trained have excelled in show and rodeo events like ranch horse versatility (his specialty), western pleasure, trail classes, calf roping, team roping, and steer wrestling. Van's practical experiences on the ranch and in competition, coupled with a dynamic speaking ability, have made him one of the most requested clinicians at equestrian facilities and events across the country. He moves easily across the "great divide" between the western and English riding worlds, and has worked successfully with horses from many disciplines, including both working ranch horses and show horses in western pleasure, hunter-jumper, and dressage. In horsemanship and

in life, Van firmly believes there's "nothing but the basics," and that those basics are the same no matter what equestrian discipline appeals to you. Van uses each presentation he gives as an opportunity to share how the horse has helped him realize the important lessons in his life. He utilizes the arena and the horse to emphasize the most fundamental lesson: the need for a solid foundation, in horse training as well as everyday life. Van's ability to use the horse to educate, motivate, inspire, and entertain will encourage you to take a long look at your life, your relationships, and your horsemanship.

REDUCE YOUR PROBLEMS TO THE  
RIDICULOUS – INDOOR ARENA  
– SATURDAY AT 1:30 P.M. – TBA  
Are You Focused on Success? – Keynote at  
Award Banquet– Saturday at 7 p.m. – TBA

CRAIG HUFFHINES



Craig's enthusiasm is contagious and his knowledge and passion for the agriculture and livestock industries is quickly recognizable. He graduated with a bachelor of science from Texas A&M University and



39th Annual  
American Youth Horse Council  
SYMPOSIUM

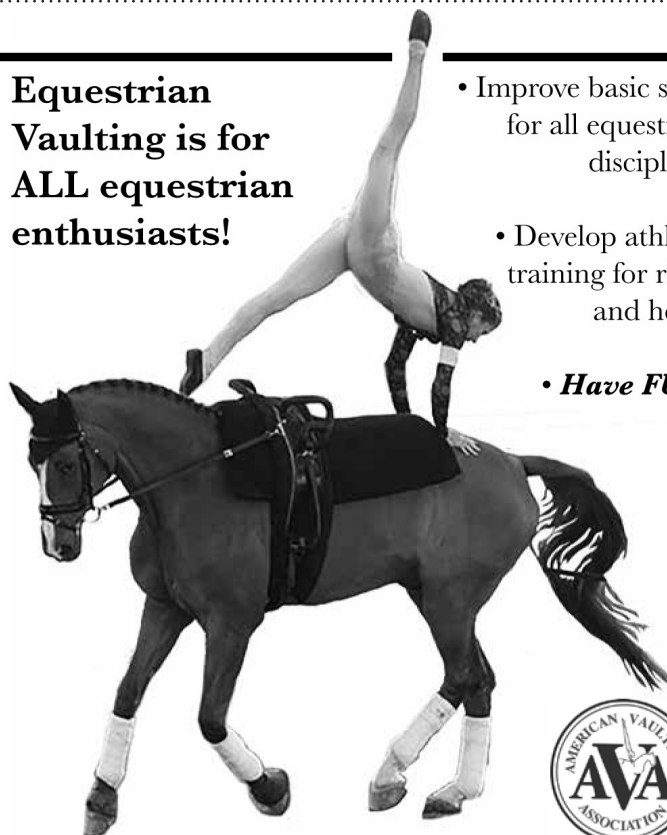
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received a master of science from Colorado State University. After college, he began working at the American Hereford Association where he was the director of feedlot and carcass programs and director of Certified Hereford Beef before he was elevated to executive vice president in 1997.

On April 1, Craig accepted the executive vice president's position at the world's largest equine breed organization – the American Quarter Horse Association. Craig brings 17 years of experience with him to the Association. He has recorded success in turning around a 30-year decline in registrations and beef breed popularity, balancing budgets during lean years, developing a new branded-beef enterprise, executing and revising governance structure to meet the demands of the 21st century and reinvigorating the interest among youth, while growing the Hereford Research and Youth foundations and managing the American Hereford Association staff. Craig and his wife, Mary Jon, have recently relocated with their sons, Seth, Cole and Miles, to Amarillo, the home of AQHA's international headquarters.

WELCOME TO AMARILLO AND  
AQHA – THURSDAY RECEPTION  
– AQHA HALL OF FAME

## JIM JENNINGS



Jim is the retired Executive Director of Publications for the American Quarter Horse Association. He worked full time for AQHA for 37 years prior to his retirement in 2008, following which he then served the Association as a consultant for another six years. He is the author of the award-winning book "Best Remudas" and of the book "They Still Ride Good Horses," which was published this year in conjunction with AQHA's 75th anniversary. He is a past president of American Horse Publications and of the Livestock Publications Council, has been inducted into the LPC Hall of Fame and was named an American Horse Publications Champion. Jim currently serves on the board of trustees for the Texas 4-H Development Foundation. Jim and his wife, Mavis, live in Amarillo, and although retired, Jim continues to write for different publications. Currently he writes the scripts for the weekly television show "Somewhere West of Wall Street."

HISTORY OF AMARILLO  
– THURSDAY RECEPTION  
– AQHA HALL OF FAME

## SKIP JONES



Open Show Committee. He also produces the West Texas Futurity in Amarillo.  
westtexasfuturity.com

RIDE A CUTTER – FRIDAY AT  
NOON – INDOOR ARENA

## TERESA KACKERT



Teresa has been CHA Clinic Instructor since 2003. She is also Chris Irwin Natural Horsemanship 'Double-Gold' Certified and a Richard Shrake Resistance Free Riding Master

Level Trainer/Instructor. Teresa is the creator of the 'Soft Touch' Training Program - Classical Equitation & Natural Horsemanship. Over 20 years professional experience as a rider, competitor, trainer, instructor, clinician and personal coach. Founder of Great Horses of America, Consignment Horse Sales Co. and Co-Founder of Pink Heart Pony Kids, Inc. Teresa specializes in: confidence building, horse behavior modification, motivational personal coaching and skill enhancement for riders & horses of all

# No Long Faces Here.

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levels and disciplines. [www.GreatHorses.org](http://www.GreatHorses.org). She is an AQHA Professional Horseman and member of the Wrangler Extreme Team

#### JUMPING EXERCISES – INDOOR ARENA – FRIDAY AT 1:30 P.M.

This session will be great for those just starting to teach jumping as well as those that have been coaching this discipline for a while. We'll use different flatwork exercises, ground pole drills and jumping gymnastics and courses to help your riders succeed.

#### HOW TO DEVELOP FEEL IN RIDERS – EAST PEN – SATURDAY AT 9 A.M.

We all strive to achieve true feel when we ride! Now learn how to teach feel as well. Exercises will be presented at all three gaits for a variety of levels of riders in this session.

#### STAN LOEWEN



Stan won the CHA Clinic Staff of the Year Award in 2009. He is a lifetime member of CHA and has been involved since the 1970s. Stan has conducted Standard, Combined, Seasonal and Trail Clinics for CHA. He has put his heart and soul into CHA and has done over 70 clinics, so has certified at the very least over 500 riding instructors and trail guides. Stan

has been on the CHA Board of Directors and very helpful in the creation of the Trail Program and the CHA Trail Guide Manual of which he is on the cover packing into the Bob Marshall wilderness.

#### PACKING – TRAIL ENCAMPMENT – FRIDAY AT 3 P.M.

This session will involve learning how to pack a horse to go into the back country. Keeping your loads safe and balanced and what types of hitches to use.

#### DUTCH OVEN COOKING – TRAIL ENCAMPMENT – SATURDAY AT 9 A.M.

Come and eat some pastry for breakfast! Learn how to use a Dutch oven and what you can cook in it while packing out with your horses or in your own backyard!

#### AMANDA LOVE



Amanda is the Horsemanship Director at West Texas A&M University in Canyon, Texas. She is the coach of the Intercollegiate Horse Show Team there and also teaches numerous classes. Amanda is currently on the CHA Board of Directors and is an active rider and does cross fit.


#### JUMPING EXERCISES – INDOOR ARENA – FRIDAY AT 1:30 P.M.

This session will be great for those just starting to teach jumping as well as those that have been coaching this discipline for a while. Come and join us to see different flatwork exercises, ground pole drills and jumping gymnastics and courses to help your riders succeed.


#### JORDAN MANFREDI



Jordan Manfredi, MBA joins us from Purdue University Calumet, where she spent two years as a continuing lecturer in equine business management, marketing, promotion and sales within their School of Business. Currently, Jordan is the president of Big Red Advisory Group, an equine consulting group whose clients include Intrepid International, a global equine product distributor and Horse Tack Co., a leading e-commerce retailer. Furthermore, Jordan teaches equine business management at LIU-Post in Long Island, New York. Jordan, an avid hunter/jumper rider of 26 years has consulted for



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various national and international equine companies and has presented at several trade shows and conferences, including the United States Pony Club National Meeting and Hoosier Horse Expo.

#### MARKETING THAT WORKS! – CLASSROOM – SATURDAY 9 A.M.

Tired of marketing tactics that don't produce ROI? Are you throwing away valuable marketing dollars? Are you looking to grow your business but not sure how? Well then, let's go back to the basics to create a plan that works. This seminar will teach you how to: Outline and intimately understand your target market, develop a SWOT analysis that highlights your Strengths, Weaknesses, Opportunities and Threats, create SMARTS goals that are Specific, Measurable, Attainable, Realistic, Timely and Sustainable, measure success and ROI, implement tried and true marketing tactics that won't break the bank. We will also brainstorm marketing ideas and share success stories. Furthermore, you will be given the opportunity to start a marketing plan and to discuss, one on one any marketing questions you may have.

#### JIM McDONALD



Jim is a lifelong horseman and a lifelong learner. In the year 2000, he started a non-profit organization dedicated to horsemanship education.

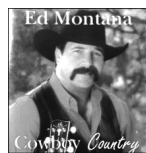
Part of its mission is to make the joy of a relationship with a horse available to people who would not ordinarily have that opportunity and that was the original motivation for founding the Graham Equestrian center ([www.Grahameq.org](http://www.Grahameq.org)). They work closely with anyone who wants to advance their horsemanship skills and knowledge. Jim is currently the CHA Board Treasurer and an AQHA Professional Horseman.

#### HORSEMANSHIP THROUGH PRINCIPLES OF BEHAVIORAL SCIENCE AND LEARNING THEORY – CLASSROOM – FRIDAY AT 1:30 P.M.

Whether we know it or not these principles of behavioral psychology are actively present with every interaction we have with our horses. In the saddle or on the ground. This presentation will focus on the importance of putting your horse in a learning frame of mind. In addition you will learn the terminology and the application of the techniques that are firmly established in the literature.

This knowledge will make all your interactions with horses more safe, fun and effective!

#### ED MONTANA



From the polka dance halls of the Midwest with his father's band at age 10, to the Alps of Europe singing songs about Texas and dang near every PRCA Rodeo in between, Ed is a busy man. Traveling with the original Coors Cowboy Band, Ed has been very lucky to have traveled all over the beautiful USA doing what he loves most...playing music.

#### COWBOY WELCOME TO TEXAS – COORS COWBOY CLUB – THURSDAY 2 P.M.

#### TERRY MYERS



Terry is a leading trainer, teacher and national clinician, but above all he is a true horseman. Myers has trained stock and hunter horses for state, national

and world competition. But he doesn't just train the show horse. His training is for all horses regardless of the discipline. He incorporates work with both horse and

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rider to achieve balanced movements. His Ride-in-Sync® philosophy helps riders understand how body position affects horse performance. Through Myers' 45 years of experience and work with thousands of horses and riders, he has developed coaching and demonstration methods which provides logical information that is easily understood and put to use. Consistent feedback from clinic attendees is confirmation that Terry's training ideology and teaching style produces results.

#### HOW SHOULDER CONTROL AFFECTS PERFORMANCE

– INDOOR ARENA – FRIDAY 3 P.M.

More than anything else, having your horse soft and square in their shoulders improves performance. A horse must be square in their shoulders in order to be able lift their back and drive with their hind end. If they are not square in their shoulders, the hind end has no place to go and they end up with their hocks out in their tail. Terry will show how the rider can lift and square the horse's shoulders as part of softness and collection. With his instruction, this will be accomplished through rider body position and putting the horse into a correct frame. No matter what the discipline, shoulder control impacts performance.

#### NATIONAL CUTTING HORSE ASSOCIATION



\$ RIDE A REINER – INDOOR ARENA – FRIDAY AT NOON

Come and ride a trained cutting horse on a flag with local professional trainers during this session. On May 1, 1946, the National Cutting Horse Association was formed by a group of cowboys and ranchers with the main goals of promoting cutting competition, standardizing contest rules, and preserving the cutting horse's western heritage. NCHA held its first cutting in Dublin, Texas, in September 1946. The ensuing decades have afforded tremendous growth for the NCHA and, today, more than 2,200 shows are held annually with total prize money exceeding \$36 million.

#### NATIONAL REINING HORSE ASSOCIATION



\$ RIDE A REINER – INDOOR ARENA – SATURDAY AT NOON

First offered in 2010 at the Alltech® FEI World Equestrian Games in Lexington, Ky., "NRHA Ride a Reiner" has taken the country by storm

by giving novice and experienced riders the opportunity to ride a reining horse. Nowhere else in the world can spectators find an option like this: the chance to receive a hands-on lesson from an NRHA Professional, to enjoy a dizzying spin and to feel the power of sliding stops on a well-trained reining horse!

#### VALERIE ORMOND



Following a 25-year career leading as a naval officer, Valerie dedicated her time to promoting the horse industry and sharing lessons learned. Her two award-winning novels, "Believing In Horses" and "Believing In Horses, Too," highlight rescues, competition, equine-assisted therapies, military families, and the healing power of horses. Valerie blended education, advocacy, and inspiration into stories that also introduce readers to real-life organizations which have since gained recognition in the form of grants, fundraisers, publicity, new volunteers, and political acknowledgement. Valerie founded Veteran Writing Services, LLC, and is a charter member of the first National Women Veterans Speakers Bureau, being named one of the Top 101 Leadership Speakers in 2015. A Certified Horsemanship Association instructor in both English and Western, she rides and competes in the National Capital Adult Equestrian League, and serves as Secretary of the Maryland Horse Council. [BelievingInHorses.com](http://BelievingInHorses.com)

#### LEADING BEYOND THE SADDLE – CLASSROOM – FRIDAY AT 10:30 A.M.

You may be the most influential leader in your students' lives. What lessons do you want to impart in the time you are with them? And how? You have a larger impact than you realize in the horse industry beyond your individual role at a barn, within a discipline, or in a lesson program -- and communication is key. Come to this interactive session to discover ways to mentor, motivate, and lead our next generation of horse enthusiasts to help them achieve their goals.

#### JOHN PIPKIN



John is currently the Director of the Equine Industry Program and a Regents Professor of Animal Science at West Texas A&M University where his duties include coaching the Horse Judging Team, and overseeing the Equestrian and Stock Horse Teams, in addition to teaching, research, and administrative

responsibilities. He has been an approved judge for over 20 years, and currently has judge's cards with the American Quarter Horse Association (AQHA), American Paint Horse Association (APHA), National Reining Horse Association (NRHA), National Snaffle Bit Association (NSBA), National Reined Cow Horse Association (NRCHA), and World Conformation Horse Association (WCHA). He has judged over 400 total shows in 10 different countries and 33 states including 7 AQHA World, 4 APHA World, 3 International Championships, and other major AQHA, APHA, NRHA and NSBA shows. Pipkin's judging teams have won 120 (99 at WTAMU) National or World Champion or Reserve Champion titles including the 2013 and 2014 AQHA Collegiate World and NRHA Championships; and Equestrian Teams under his program direction have won 41 National Champion or Reserve Champion titles, including the 2013 IHSA Western National Champion team. He has trained and shown professionally in Halter, Reining, Working Cow Horse, Western Pleasure, Western Riding, and Trail, as well as these and other classes as a youth exhibitor. He is a National Director for AQHA, currently serves on the AQHA and WCHA Judges Committees, and has served as Chair of the AQHA Show and Professional Horsemen Committee, and the AQHA Show Council. Dr. Pipkin has been awarded the Outstanding Young Professional Award by the Equine Science Society and the Texas 4-H Alumni Award. At WT, he has received the Magister Optimus award, the university's highest faculty recognition. The Texas A&M University System awarded him the Teaching Excellence Award, and named him a Regents Professor.

#### WEST TEXAS A&M UNIVERSITY WELCOME – CHA ANNUAL MEETING – THURSDAY

#### SANNA ROLLING



Sanna is a life member of CHA devoting her talents as a Level 3 English and Level 2 Western Instructor to horsemanship for people with disabilities and youth-at-risk. A past or present member of several committees including the Instructor Manual, Standards, and IRD, Sanna has devoted much of her CHA life to IRD and today runs Dream Catcher Stables,



Inc in Houston, TX. A Special Olympics Equestrian Coach (1995 World Games Coach from Texas), Path Int'l Registered Instructor, Certified Texas Special Education and Math Teacher, Sanna also played an instrumental part in creating the Top Hands Horse Show (Houston Livestock Show & Rodeo) which was duplicated by Ft. Worth, TX (Chisolm Challenge) and Austin, TX (Golden Stirrup). In 26 years her athletes (298) have brought home 264 firsts, 282 seconds, 224 thirds, 188 fourths, 148 fifths 99 sixths, 151 honorable mentions.

#### TEACHING RIDERS WITH DISABILITIES IN A RECREATIONAL RIDING PROGRAM – CLASSROOM – FRIDAY AT 3 P.M.

Share in the abilities of people with autism, traumatic brain injury, Down Syndrome, complex traumatic stress disorder, Cerebral Palsy, paraplegia, amputation and hip replacement, visual impairment, hearing impairment, mental retardation, and anxiety disorder. Be part of a discussion including teaching strategies and challenges, reasons why these athletes chose the equestrian sport, and advantages gained.

#### DARLA RYDER



Darla started at the age of eight with bareback and western riding and in her early twenties spent time overseas under the tillage of an instructor with the BHS (British Horse Society). Her career with horses has been varied in both breeds and disciplines. She has raised and shown Quarter, Arabian, Appaloosa, Miniatures and Gypsy Horses. Darla has successfully served as a trainer, facility/equine manager for a hunter/jumper barn, a cutting horse facility and as the Executive Director for a Therapeutic Riding Center. She currently schools horses for clients, teaches able bodied riders as well as riders with special needs and travels as a mentors for various equine programs. She has been with CHA since 1995 and is certified at the Master and Clinician level in Standard Certification, Instructors of Riders with Disabilities, Facilities Management and Vaulting Coach Certification. She is also a certified instructor with PATH. Darla has presented mounted and classroom presentation, clinics and workshops nationwide and was the first recipient in 2003 of the coveted "CHA Clinic Instructor of the Year."

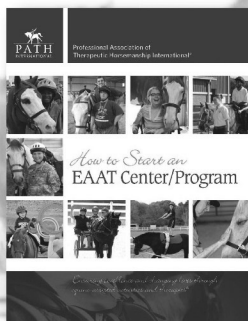
#### ABC'S OF THE HUMAN/HORSE RELATIONSHIP – EAST PEN – FRIDAY AT 3 P.M.

With over fifty years of equine experience and the early mentorship of a retired cavalryman, Darla shares techniques that work! Learn how to communicate with a horse in his own language. Gaining this knowledge and adapting it in your ground handling techniques bring about a true partnership between human and horse. Confidence and trust on both sides makes for the perfect personal or school horse. A horse that willingly follows with the leader between the nose and shoulder on a loose lead, a horse that is quiet and willing. No special equipment is needed or used.

#### JOCHEN SCHLEESE



Jochen documented over 34 years of his experience as German Certified Master Saddler and Saddle Ergonomist in his books 'Suffering in Silence – The Saddle Fit Link to Physical and Psychological trauma in Horses' (2013), 'The Silent Killer' (2012) and DVD 'Beyond the 9 Points of Saddle Fit'.



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**SADDLE FIT ISSUE THAT AFFECT  
COMFORT, PERFORMANCE AND  
EVEN SOUNDNESS – CLASSROOM  
– FRIDAY AT 9 A.M.**

Certified Master Saddler and Equine Ergonomist Jochen Schleese discusses the theories behind various saddle designs that will either help or hinder your horse achieve its optimum performance. He will go into a brief history of saddle manufacturing and the changes that have been made in recent years as the use of horses and rider demographics have changed. You will learn about the 9 points of saddle fit and the impact each of these have on the biomechanics of your horse, based on individual conformational requirements. Find out how symptomatic lameness can be avoided by ensuring the saddle is fitted correctly to even an 'asymmetrically' muscled horse.

**IDENTIFYING AND CORRECTING  
SADDLE FIT ISSUES TO HORSE  
AND TO RIDER – EAST PEN – FRIDAY  
AT 1:30 P.M.**

Jochen Schleese takes the information from the morning's theoretical session and puts it into a practical perspective to show the visual difference proper saddle fit and the correct design to accommodate both horse and rider anatomy will make. Jochen will draw on the horse to illustrate the reflex points you want to avoid and how to determine the saddle support area of your horse.

**TOM SCRIMA**



Tom serves as a board member of the American Competitive Trail Horse Association, a 501 c3 nonprofit. During his high school and college years Tom earned his tuition and spending money training horses and giving riding lessons. It wasn't until meeting his future bride, while both were instructing at a summer camp, that he realized he really didn't know much about riding so he took a back seat to her Intercollegiate Collegiate All American status and focused in on business during his later years at the University of Notre Dame. He then went on to obtain an Advanced Degree from DMAA in Direct Marketing.

**HOW TO TAKE YOUR HORSE  
BUSINESS TO THE NEXT LEVEL  
WITH LITTLE TO NO DOLLAR  
OUTLAY. THE ECONOMICS  
OF ECONOMICAL MARKETING  
– CLASSROOM – SATURDAY  
AT 1:30 P.M.**

We have all heard that you have about 2 seconds to capture the reader or you are out of there! In the horse industry we are all so busy with our passion and jobs that that's probably a generous estimate! In this session find out the true cost of "free" emailing, true cost of snail mail, if digital and hard print pay off, how do you survive with a virtually zero marketing budget, and find out how to sell the sizzle. We will also discuss stories of Ed Maher...the greatest marketing genius ever and founder of the DMAA...a man who tuned pennies to hundred dollar bills...from a wheel chair and will provide you with a summary of cost free approaches to let new customers know you are ready for them.

**DENNIS H. SIGLER, PH.D.**



Dennis is a Professor and Extension Horse Specialist in the Department of Animal Science, Texas A&M University. Dr. Sigler received a B.S. degree from Abilene Christian University, a M.S. degree from Texas Tech and his Ph.D. degree from Texas A&M. From 1980 to 1989 he was the leader of the equine teaching and research program at Kansas State University. For the 15 years prior to joining the faculty at Texas A&M in 2006, Dr. Sigler was employed in the livestock feed industry as a nutritionist and sales director. He has done nutrition, formulation, sales and marketing work for a total of 6 different feed companies.

In addition to extension education activities, Dr. Sigler conducts research and trains graduate students in the area of exercise science and nutrition. Specifically, he is interested in conditioning and management of the juvenile and mature athletic horse to maximize performance and enhance structural integrity. Other areas of interest include nutritional strategies to enhance performance and reduce musculo-skeletal injuries. Dr. Sigler has served as President of the Equine Science Society, has published numerous scientific and popular press articles and has served as an invited speaker at many national and state-wide meetings. He is a member of the American Society of Animal Science and the Equine Science Society. Dr. Sigler has a lifetime of practical horse experience. He has been an AQHA-approved judge for 33 years and has judged horse shows in nearly every

state and in 5 foreign countries. He is also an accomplished horseman, having shown and trained horses for a variety of performance events, including cutting, reining and cow horse. He was a founding member and Past-President of the Stock Horse of Texas Association and the American Stock Horse Association. He currently serves on the Executive Board and is Immediate Past-President of the Texas Quarter Horse Association.

**ENERGETICS FOR THE PERFORMANCE HORSE – CLASSROOM – SATURDAY AT 10:30 A.M.**

A discussion, based on the science, of the importance of different energy sources for the performance horse and how these sources may affect performance."

**CHERYL WEST**



Cheryl is a Master CHA Instructor for English, Western, Therapeutic and Jumping, and a Professional Association of Therapeutic Horsemanship certified instructor and mentor. She specializes in infusing dressage and biomechanics into all riding disciplines and developing instructors. Owns and operates West Equestrian Ranch in Sand Springs Oklahoma, teaching lessons to over 60+ riders a week at her ranch as well as Stillwater, Broken Arrow, Edmond, Stigler and more. She often travels certifying instructors, mentoring and teaching clinics. Serves on the board for Great Plains Dressage Chapter, Oklahoma Dressage Chapter board, the CHA development for Instructors for Riders with Disabilities committee, and in process of helping other groups start up. She was the program manager for American Therapeutic Center, with 70+ riders, for 5 years. She strives to use to encourage riders and people from all walks of life that upper level equitation can be achieved no matter what discipline, horse or income.

**CONNECTED RIDING – EAST PEN – FRIDAY AT 10:30 A.M.**

Connected riding would focus on the rider and their ability to clearly communicate to the horse. Many times we spend a lot of energy trying to fix the horse, without realizing that what we do in the saddle, and how we ride affects much of their response. This includes fear and tension. We use biomechanics and connection to help us be more aware of our bodies.



## MELANIE WILHELM



Melanie Wilhelm, Wilhelm Performance Horses, Nazareth, Texas. An NRHA Professional, Melanie has a current NRHA Lifetime Earnings of more than \$34,400. Her accomplishments include many accolades

including: 2011 Open Derby finalist, 2012 NRHA Professional Horse Woman of the Year, and multiple AQHA World Show qualifications. From the round pen to the show pen, Wilhelm Performance Horses specializes in producing reining horses of the highest caliber as well as developing youth and non-pro riders.

### GETTING YOUR STUDENTS INVOLVED WITH REINING – INDOOR ARENA – SATURDAY AT 10:30 A.M.

Melanie will teach you how to implement simple reining based exercises into your lesson program to keep your beginner students involved while giving them goals for success!

## JOANNE YOUNG



JoAnne has been teaching riding and training horses for over 40 years, and is happy that she is still learning. Every student and every horse bring fresh challenges that keep

life interesting. She has been privileged and blessed beyond her wildest dreams to study with such wonderful instructors as Walter Zettl (dressage coach to Canadian event team when they won bronze at Los Angeles Olympics), Bertin Potter in Germany, Molly Sivewright (FEI judge and past chair of the Fellows of the British Horse Society), Carel Eijkenaar (FEI judge), Eddo Hoestra (F.E.I. Trainer) and Doris Halstead (Physical Therapist and author of "Releasing the Potential: Physical Therapy Modalities for Horse and Rider." Jo-Anne is the author of the M.A. thesis: "Preparing students for riding instructor certification through college curricula."

### LATERAL WORK DEFINED – EAST PEN – SATURDAY AT 10:30 A.M.

Lateral means sideways....or does it? How to introduce the simplest lateral work (leg yielding) to a horse and rider; when and how to add shoulder-in, haunches-in (aka travers) and half-pass (aka traversal). Purpose of each exercise and how it contributes to gymnastically developing the horse as an athlete.

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