

1<sup>st</sup> International E3A Conference:  
*Inspired Leadership Through Equine Partners*  
Conference Program  
September 14-16, 2017  
Calvin Center, Hampton, GA, USA

**Day 1: Thursday, September 14**

7:15-8:00 am  
Conference Lodge

**Registration**

8:00- 8:45 am  
Dining Hall

**Open Breakfast**

9:00- 9:30 am  
Lakeview Room

**Welcome Message – Introduction/Intro Speakers/Housekeeping/  
Lunch-Regional Tables**

9:30-10:45 am  
Lakeview Room

**GENERAL ASSEMBLY: LINDA PUCCI, KEYNOTE SPEAKER**

**Everything I Needed to Know About Leadership, I Learned from  
My Horses**

Horses are uniquely positioned to teach humans to become better leaders, and learning about leadership from your horses' perspective can markedly change how you approach the process of being a leader. In this keynote presentation, you'll learn the five characteristics needed to become an *inspired* leader, and how horses can help you and your clients improve your leadership skills through equine assisted learning.

10:45 – 11:00 am

**Break**

11:00 am – Noon  
Conference Lodge 1

***BREAKOUT OPTIONS***

A. ***Lissa Pohl***

**C1- Introduction to Equine Experiential Education Facilitation  
Methods**

This workshop is the first step to becoming a Certified Practitioner of E3A. This workshop will cover the difference between coaching, training and teaching, the roles the facilitator plays, how to create an environment for learning, and the 5-Question Model for facilitating equine activities. Participating in this class is a prerequisite for the C2 arena training

## Conference Lodge 2

### **B. KATHY MILBECK & JEN KAPLAN**

#### **Develop Your Why**

Explore an inspired leadership approach to successfully marketing and communicating to potential clients. Put an innovative twist into your EAL business and marketing material. Join us as we explore your “W” word and Simon Sinek’s, *Inside Out Communication* concept. Plus, learn the role of the limbic brain and how EAL programs are hard wired to influence and create significant and meaningful changes with your clients.

12:00-1:00pm

#### **Dining Hall**

#### **Lunch - Network with Your Region**

1:00-1:30 pm

#### **Transition to Arena**

1:30-2:45pm

### **JANIS COOPER & WILLIAM HANCY**

#### **Arena**

#### **Applying Appreciative Inquiry to Equine Experiential Learning**

Join us for an engaging and interactive session that introduces Appreciative Inquiry (AI) into the equine arena. As a philosophy for positive change, we plan to show you how AI can help increase the value of (appreciate) your learning in equine experiential activities. During practical demonstrations, you will learn how to use AI philosophies to achieve change at both the individual and group levels. Observing how AI is used in different equine scenarios, you will experience what’s happening in the arena—and in you—in new and enlightening ways. You will also learn how asking appreciative questions can guide individuals and groups toward generative, strength-based results, helping make your equine experiential learning activities even more engaging and life-changing.

2:45-3:00 pm

#### **Break**

3:00-4:15 pm

### **JENNIFER BOYER**

#### **Arena**

#### **Combining E3A & Improvisational Game Techniques to Improve Leadership Authenticity**

Improving leaders’ authenticity and ability to align and connect with others is a powerful mechanism for changing entire organizations. Jennifer will demonstrate through activities and discussion how ACT, Inc. created meaningful corporate leadership experiences using E3A methods in combination with improvisational techniques. You will learn such games as “Hidden Agendas” that focus on unspoken assumptions and “Unicorn” that demonstrates common leadership challenges with ego and credibility. Stop struggling with how to sell to business leaders and focus your approach on addressing common workplace dynamics with E3A.

4:15-4:45 pm

Q & A/Wrap up – Details on the evening

5:30-6:30 pm

**Networking Dinner**

#### **Dining Hall**

## **DAY 2: Friday, September 15**

8:00 – 8:45 am  
**Dining Hall**

**Breakfast**

9:00-9:30 am  
**Lakeview Room**

**Golden nuggets from Day 1**  
**Lunch - Connect w/the presenters & experts for Q & A**

9:30-10:45 am  
**Lakeview Room**

***GENERAL ASSEMBLY: LISSA POHL, KEYNOTE SPEAKER***

**Seeing How to Serve – Like a Horse: Leveraging Your Somatic Intelligence to Transform Others**

The ability to leverage all our intelligences IQ, EQ and SQ (Somatic Intelligence) is what differentiates a **good** facilitator/trainer/coach from a **great** one. This interactive workshop will introduce you to the Lights On Learning® Coaching Model and is designed to increase your ability to decipher the somatic cues of your clients and to understand the importance of transforming feedback to increase transformational learning and development, balance and vitality.

10:45 – 11:00 am

**Break**

11:00 am -12:00 pm  
**Conference Lodge 1**

***BREAKOUT OPTIONS***

A. ***GINA YARRISH***

**Harness Your Leadership and Accelerate your EAL Career**

In this interactive workshop, you will learn how to go further, faster, with less effort and leverage your leadership potential. Gina's "Focus Forward Method" will assist you in discovering what is holding you back, and offer simple techniques that will get you moving towards business success. Gina gives you clarity, inspiration, and answers to your questions that lead to results.

**Conference Lodge 2**

B. ***CARRIE BRADY***

**Start Where You Are, Discover What You Have, Create What You Love**

This interactive workshop will focus on how to build your business your way, by doing what comes naturally to you. Together you will learn creative approaches to navigate any obstacle and to rediscover your hidden strengths and resources. Carrie will share techniques such as "6-Word" stories that will quickly help you determine what is most important to you and build your "yellow brick road" to success. You will leave with a renewed sense of joy and confidence in your ability to succeed by starting where you are right now.

12:00-1:00 pm  
**Dining Hall**

**Lunch - Network with the Experts/Presenters**

1:00-1:30 pm

**Transition to Arena**

1:30-2:45 pm

**GINNY TELEGO, KEYNOTE SPEAKER**

**Arena**

**How to Master the Art of Trusting the Process**

Sometimes our passion can interfere with the client's experience with the horses. To ensure that the horses can do their amazing work and our clients can gain the most from the experience, we, as facilitators need to recognize "WHY" we may feel a need to 'Step In' during an exercise with a horse. We also need to identify when we may be "leading" clients in a debriefing to meet an agenda as opposed to what the client's needs are. Ginny will teach us to recognize how our beliefs can impact or might impede the client's experience and learn to trust the horses and the EAL process.

2:45-3:00 pm

**Break**

3:00-4:15 pm

**CHERYL PAYTON BESS**

**Arena**

**The Power to Harness, Hitch and Drive your Team to Excellence**

This workshop will introduce you to a new and unique way to expand your EAL programs to corporate and team building clients utilizing carriage driving exercises. Parallels will be drawn between the basics of harnessing, hitching and driving a horse carriage and the building of a successful team in business. Ways to implement this new approach to team building will be shared and participants will have learned three essential exercises to utilize in a Carriage Driven Experiential Program.

4:15-4:45 pm

Q & A/ Wrap up – Details on the evening

5:30-6:30 pm

**Networking Dinner**

**Dining Hall**

6:30-8:30 pm

**Dessert Reception**

**Conference Ldg Lobby**

## Day 3: Saturday, September 16

8:00 – 8:45 am  
Dining Hall

**Breakfast**

9:00-9:30 am  
Lakeview Room

**Golden nuggets from Day 2**  
**Lunch connect w/the E3A Board/Master Trainers**

9:30-9:45 am

**SURVEYS**

9:45 – 11:00 am  
Lakeview Room

**Ginny Telego**

**Intro to E3A Personal Development & Wellbeing (PDW)**

This course is an introduction to what equine experiential education facilitators need to create, prepare and conduct Personal Development and Wellbeing (PDW) sessions with both individuals and groups. This class will introduce participants to the required foundations for presenting EAL Personal Development and Wellbeing Programs, including the Philosophical Pillars, Definitions, Models and Tools. The templates used in E3A's model allow facilitators who already offer PDW programs to enhance their skills in using facilitative coaching in combination with horse activities to effectively meet personal development goals of individuals and groups.

10:45 – 11:00 am

**Break – Don't forget to hand in your Surveys!!!**

11:00 – 12:00 am  
Conference Lodge 1

**JENNIFER CAMPBELL GODDARD**

**Your Digital Marketing Playbook**

Learn the essentials and fundamentals of digital marketing, and how you can turn your marketing into a powerhouse of lead generation and revenue opportunities that will expand your reach and grow your business. Jennifer will give you the marketing “best practices” and how to find clients, choose online services as well as best investment for your business.

12:00-1:00 pm  
Dining Hall

**Lunch – Consult with E3A Professionals/Board Members**

1:00-1:30 pm

**Transition to Arena**

1:30-2:45 pm  
Arena

**MINDY TATZ CHERNOFF**

**The Resonant Horse Roundabout**

Come back to basics, keep smiling and renew your gratitude with the simplest way to start building your EAL business. Learn the principals on how to start your own round about, how it applies to E3A training and why it works. Doing more by doing less, is what the takeaways will be for your clients and facilitators!

2:45-3:00 pm

**Break**

3:00-4:15 pm  
**Arena**

TBA (MASTER TRAINERS wrap up with a demo on Moving Forward and how to take this all home!)

4:15-4:45 pm  
**Arena**

Q & A/Wrap Up – Dinner Announcements

5:30-6:30 pm  
**Dining Hall**

Networking Dinner (Thank You/Wrap Up)