



Equine Experiential Education
ASSOCIATION

E³A 2019 INTERNATIONAL CONFERENCE

White Stallion Ranch in Tucson, AZ

October 10–12, 2019

CONNECT, DEVELOP
AND GROW —
THE HORSE LEADS
THE WAY

The E³A Vision is CLEAR!

- **C**REATE space to align your personal focus and intention
- **L**EARN effective approaches and techniques from other EAL professionals
- **E**XPLORE best practices to ensure a successful EAL business
- **A**PPLY new and innovative arena activities with horses
- **R**ELATE - have fun, refresh, network and focus on nourishing your passion

CLEAR FOCUS:

DAY 1 – The Future of Equine Assisted Learning (EAL)

- Keynote: **Dr. Allan Hamilton** - Why Horses Are Vital to Global Vision in the 21st Century
- Sessions: **Dr. Karin Bump** - Untapped Opportunities for EAL Organizations to Partner with Academic Programs
- Merill Morse** - Equine Assisted Learning Abroad – Learning from Our Global Counterparts
- Drs. Allan & Jane Hamilton** - Why The Horse? A Discussion of the Necessity to Prove Value and Efficacy in Equine Assisted Activities

DAY 2 – Best Practices with Horses

- Sessions: **Carrie Brady** - (Arena) Powerful Play: Using Horse Wisdom to Discover New Possibilities
- Amanda Madorno** - (Arena) Creating and Managing an Accordion Herd
- Elisia Fernandez**
- Starr McAlexander** - Adapting the E3A Model to Mounted Activities for Life Skills
- Alison Selby**
- Carrie Brady** - Developing A Thriving Partnership with Your CEO and Herd of Directors
- Camie R. Heleski** - Social License to Operate and the Implications It Has for Assessing and Measuring the Welfare and Stress of Our Equine Partners



DAY 3 – Successful Business Models and Resources

- Sessions: **Gina Yarrish** - Learning How to Network Your Business
- Kay Anderson** - The Resilience Advantage: Adding HeartMath® Techniques to Transform Your Life, Work, And Your Relationship with Horses
- E³A** - Introduction to the Equine Experiential Education Association Model – Prerequisite for Level 1 Certification
- Lora Newman** - Soleful Marketing for Equine Assisted Professionals – Branding, Nicheing & Networking

- Concurrent Round Table Discussions:
 - Merill Morse** - Millennial Breakthrough - Igniting Change in Younger Generations
 - Gina Yarrish** - Bridging the Gap Between Certification and Business
 - Lora Newman** - Horses, Money & Chocolate – How You Do Money Is How You Do EVERYTHING ... Even Horses & Chocolate
 - Martha Taylor** - Utilizing DiSC Workplace Assessment with Equine Assisted Learning
 - Lora Newman** - Soleful Marketing for Equine Assisted Professionals – Branding, Nicheing & Networking

- Wrap Up: **Stuart Morse** - So Now What? Visualizing Your Post-Conference Journey.



CLEAR GUIDANCE:

SESSION SPEAKERS



Dr. Allan Hamilton, MD
Neurosurgeon and EAAT Researcher,
University of Arizona, Tucson

Dr. Allan Hamilton is a physician, medical consultant, and renowned horse trainer. He is the author of *Zen Mind, Zen Horse* and *Lead With Your Heart, Lessons from a Life With Horses*, and *The Scalpel and the Soul*. Dr. Hamilton is a Harvard-trained brain surgeon, celebrated speaker, and acclaimed writer. The equestrian programs run by Drs. Allan & Jane Hamilton have been featured on Arizona Highways, on ABC News, PBS, CNN and in Western Horseman, Horse & Rider, and Equus magazines. The Hamiltons have facilitated equine clinics in the United States and abroad. He has been called “one of the great intellects of the 21st century” and elected by his peers as “One of the Best Doctors in America” for eighteen consecutive years.”



Dr. Jane Hamilton, CEIP-MH
Private Clinical Practice – Psychology,
Tucson AZ

Dr. Jane Hamilton completed her Ph.D. in Psychology from Boston College and a year’s clinical internship at Boston Childrens’ Hospital. She obtained her Master’s Degree in Education from Harvard and Bachelor’s Degree from Kirkland College. She has an active clinical practice in Psychology in Tucson and has been a consultant for programs for at risk youth. She is certified in clinical hypnosis as well as equine-assisted therapy. She has been, among other positions, a Principle Psychologist at a state institution and an advisor to a national organization for at-risk adolescents. Along with her husband, she has facilitated equine clinics in the United States and abroad and has been featured on Arizona Highways, on ABC News, PBS, CNN and in Western Horseman, Horse & Rider, and Equus magazines.



Dr. Karin Bump
Executive Director - Cornell University
Extension, Director / Founder -
NAEAA, NY

Dr. Bump is a Full Professor at Cazenovia College in Extension and Director of the National Association of Equine Affiliated Academics (NAEAA). She has traveled the country interviewing faculty and administrators regarding views of legitimacy of equine academic programs. In part, NAEAA was formed in recognition of the benefits that inter-institutional collaboration can have in raising the awareness of the equine academic discipline and as a vehicle to promote and advance its' progress. Karin is also certified as a Professional Animal Scientist through the American Registry of Professional Animal Scientists (arpas.org).



Merill Morse
Owner - Merill Morse Equicoaching,
Boulder CO

Merill holds a degree in International Studies and Global Leadership from the University of Wyoming and is the owner of Merill Morse Equicoaching. As an Equicoach, she has combined her passion and years of experience training and developing the full potential of horses with her interest in developing leaders. She currently works for the consulting firm The Morse Group, and recently with Believe Ranch and Rescue near Boulder, Colorado. Her clientele has included universities and major corporations. In the past year her interest in the field of EAL led to her conducting research in Europe, travelling to different countries to study the practices of top Equicoaching firms within the United Kingdom, France, Switzerland, and Germany. Merill is certified as an E³A Corporate Practitioner and with True Lean Systems from the University of Kentucky.



Carrie Brady, JD, MA
Owner - Possibilities Farm, Wilton CT

Carrie is certified by PATH as an Equine Specialist in Mental Health and Learning and by E³A, where she now serves as a member of the board. She is well-known for her engaging and experiential workshops and presentations, as well as her creative approaches to support learning and problem-solving. She has served as a VP in two organizations and has led national and international efforts to improve healthcare. She is an award-winning photographer, currently partnering with Arts for Learning Connecticut as a teaching artist in programs for students with special needs, and has served as an instructor and a volunteer in New Canaan Mounted Troop's Supertroopers therapeutic equine care program.



Amanda Madorno
Owner - Roam Consulting, LLC
Redmond WA

Amanda Madorno is a leadership coach, facilitator, and consultant who helps leaders drive personal and organizational change. She is certified in emotional intelligence, EFL credentialed (EponaQuest, 2005), and a lifelong horsewoman retired from endurance riding who now focuses on dressage. She has trained in natural horsemanship and at liberty with Frédéric Pignon, Leslie Nichols, Robin Gates, and others. A seasoned interim CEO, with 17 completed assignments, Amanda brings a deep and broad understanding of the nature of executive performance and leadership sustainability to her work. She combines this experience with her coaching and facilitation skills to offer equine-guided leadership development programs to executives from Fortune 500 companies and nonprofit organizations across the US.



Elisia Fernandez
Senior Facilitator - Roam Consulting,
LLC, Redmond WA

Elisia is a life-long horsewoman, certified Therapeutic Riding Instructor, Equine Specialist in Mental Health and Learning, and Centered Riding. Formerly the Executive Director of Rainier Therapeutic Riding, she co-authored "Riding Through Recovery," a curriculum for therapeutic horsemanship for veterans, and helped develop industry standards. Currently Programs Director for Washington Women In Need, she also spent 12+ years leading top-volume profit-centers and district-level teams for Petsmart Inc. Elisia believes authenticity, connection and mindfulness provide leaders with skills to face situations confidently and gracefully – skills learned and reinforced through EFL. She co-facilitates Leadership with Horses at Roam Consulting LLC, assisting with curriculum development and client relations.



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Starr McAlexander
Founder / Director - Spirit Song Youth
Equestrian Academy, Anna TX

Starr, Founder of Spirit Song Youth Equestrian Academy, located in Texas, is a Certified E3A Level II Advanced Practitioner, specializing in PDW. She is a US Pony Club certified horse management judge and a USEDA Certified Drill Master, trained in jumping and centered riding. Starr has over 22 years of experience in equestrian mounted instruction, including centered riding and jumping. Her primary focus has been, and continues to be, assisting youth to transform coping skills into personalized life skills through building self-acceptance, self-confidence, focus and intention.



Alison Selby, MSSW, LMSW
Director of clinical Services - Spirit
Song Youth Equestrian Academy,
Anna TX

Alison, Director of Clinical Services at Spirit Song, Texas, is a Certified E3A Level II Advanced Practitioner, specializing in PDW, and a PATH Int'l Certified Advanced Instructor. She was accepted into the highly regarded Horsemaster's program at the Potomac Horse Center in Gaithersburg, Maryland, and for 18 years was the exercise rider for over 30,000 thoroughbred racehorses at Belmont Park. Alison has a BA in Psychology from NYU and an MS in Social Work from the University of Texas, publishing in Health Psychology (2013) A Systematic Review of Effectiveness of Complementary and Adjunct Therapies and Interventions Involving Equines.



Camie R. Heleski, Ph.D.
Equine Behaviorist, University of
Kentucky – Ag Equine Programs,
Department of Animal & Food
Sciences, Lexington KY

Camie received her Ph.D. and M.S. degrees in Animal Science with emphasis in equine behavior and welfare and in equine nutrition and exercise physiology. She was the Coordinator of the two-year Horse Management Program at Michigan State University for 25 years. In 2016, she began teaching and advising at the University of Kentucky in their Equine Science and Management program. Her applied research interests have focused on equine behavior and welfare, horse-human interactions, and working equids in developing regions of the world. She has been actively involved with the International Society for Equitation Science as a Council member and currently serves as their Senior Vice President.



Gina Yarrish
Owner - Yarcort, Kingsley PA

Gina is a motivational speaker and known as The Accelerator Coach. She is a master of life itself through her own endeavors as an entrepreneur of 30 years in the real estate business. She is a certified life coach, a Certified E3A Practitioner, and an Equine Specialist in Psychotherapy and Personal Development. Over the last several decades, Gina has applied her knowledge and experience in life coaching, equine experiential education, psychotherapy and neurosciences to assist individuals, entrepreneurs, organizations and groups experience powerful transformation through her speaking events, private sessions, and trainings.



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Kay Anderson, MA
Parent & Family Liaison - Skyland
Equine, Clyde NC

Kay earned her Master's Degree in Organizational Dynamics and Leadership Development from the University of Pennsylvania. During a ten-year association with ARAMARK, she worked as a talent management expert and human resources director. She was the founder of The HumanSide, LLC, which provided leadership development to organizations and individuals. She is also an E3A Certified Practitioner, a graduate of the Academy for Coaching with Horses, and a HeartMath® Certified Trainer. Kay is the chief strategist behind Skyland Equine, which offers executive and life coaching programs, and equine-based leadership experiences. She is co-owner of Skyland Retreat, and serves on the board of Skyland Camp for Girls, a 103-year old premier overnight camp for girls.



Lora Newman, M.S., LPC
Author, Speaker, Owner –
HorseBusinessWhisperer.com,
Founder / CEO – Zero2Sixty
Performance Coaching

Lora is an author, speaker and has been a business coach for more than 19 years. She specializes in the Psychology of Money and Business; and horses are an integral part of her work. Lora owns HorseBusinessWhisperer.com, dedicated to helping equine-assisted professionals create Passion, Purpose and Horse-Powered Profits in their heart-centered businesses. She is also the Founder/CEO of Zero2Sixty Performance Coaching, which focuses on business leader development. Lora is the creator of the 48 HR Breakthrough™ 2-day intensive for business leaders where they learn how to replace obstacles and problems with creative, strategic thinking so they can increase revenue, lead teams with ease, and enjoy more freedom.



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Martha Taylor
Founder – EquiDiscovery, Little Rock
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Martha is the founder of EquiDiscovery, an equine facilitated learning and leadership coaching business. An ordained United Methodist Deacon, Martha is an E³A equine specialist as well as an International Coach Federation certified coach. Prior to launching EquiDiscovery, she served for 10 years as the Director of Communications for the Arkansas Conference of The United Methodist Church. She is also a faculty member for a national, award-winning program, Creating a Culture of Renewal.



Stuart Morse
Owner – The Morse Group,
Chesterfield MO

Stuart Morse is the Principal lead at The Morse Group located in Chesterfield MO. His experience as an artist, engineer, coach and business leader drives the unique approach that The Morse Group brings to all business and leadership development challenges. The Morse Group philosophy is to embrace the strengths of the analytic and creative for a wholistic approach to gain better results for leaders, teams, and organizations. His focus is to enable leaders to take their people to the next level of performance and exceed expectations. Stuart is a certified IPEC-CPC Executive Coach and teams up with his daughter Merrill Morse and horses to provide leadership development Leadership workshops for their corporate clients.