



Equine Experiential Education

ASSOCIATION

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March, 2015

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Greetings!

Spring has sprung! And with all of the warmer weather in the forecast, we hope you will look over the 2015 E3A calendar in this edition of the E3A newsletter and schedule the training that's right for you and your EAL business. Also in this edition of the newsletter, you will find:

- an E3A member spotlight article on Gina Yarrish of YarCorte Acres
- an article on the evolution of the E3A curriculum by Linda Pucci
- a welcome to Janis Cooper, a new E3A board member
- business development tips (by Janis Cooper)
- leadership advice (by Lissa Pohl)

But first, a warm spring welcome from Ginny Telego!

Thoughts from the President

Dear E3A Colleagues,

I hope that wherever you are, spring is starting to show itself. I am thrilled to have my round pen almost dry and more sunny days coming. What I'm really excited about is hosting the E3A Level 1 Certification classes at my facility in April! I love being part of E3A and having the opportunity to apprentice with the E3A Master Trainers in the C2 and C3 classes is going to be a wonderful addition to my own personal development.

What are you doing to move yourself forward in your EAL business? Are you getting the clients you need and

want? Would you like some guidance in working with businesses and individuals to offer leadership and team development as well as personal development and coaching? E3A is the perfect organization to help with that. My E3A training has benefitted me tremendously in growing my EAL business and has provided me with many opportunities to connect with other successful EAL practitioners all over the country.



Ginny and Gia

E3A has an amazing group of Master Trainers and consultants who can help members grow in their facilitation skills as well as grow their businesses. Our volunteer board of directors is committed to providing opportunities for members that will benefit our entire field of EAL work. You know the adage "It takes a village"? Well, we know that having a successful EAL business isn't something that can be accomplished without guidance and support from others. Just like we are providing that to our clients, E3A wants to be sure we are providing that for our members.

If you haven't attended our Level 1 Certification yet, I encourage you to explore that in 2015 - www.e3assoc.org. Not only will you get 6 days of hands-on practice and guidance in facilitating non-therapy EAL, but you'll also acquire the tools to help you put on successful workshops. E3A's trainings provide the whole package - how to assess the organization's needs, structure a workshop that meets their goals and provide follow up that will help the organization continue to implement what they learned with you and your herd.

Do you have a success story from your EAL work? If so, we'd love to hear about it and share it with others who might need encouragement. You can send it to me at ginny@wagersway.com - I love hearing from people who are doing the work and changing lives and organizations!

Enjoy the warmer weather that will soon be here and I hope to see you at an E3A training in 2015!

Thank you for your support of E3A!

Ginny Telego, E3A Board President

2015 Calendar

APRIL 2015

<i>Class</i>	<i>Date & Time</i>	<i>Location</i>	<i>Cost</i>
<i>E5: Introduction to Personal Development and Wellbeing (PDW)</i>	<i>Thu Apr 16 7:00 pm ET</i>	<i>teleclass</i>	<i>\$100</i>
<i>C2: Foundations of Equine Experiential Education</i>	<i>Apr 24-26</i>	<i>Ashland, OH</i>	<i>\$1000 \$925 early bird price thru Apr 3</i> <i>**C2+C3 paid together is \$2000**</i>
<i>C3: Advanced</i>	<i>Apr 28-30</i>	<i>Ashland, OH</i>	<i>\$1250</i>

<i>Equine Experiential Education Facilitation</i>			\$1175 early bird price thru Apr 7 **C2+C3 paid together is \$2000**
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MAY 2015

<i>Class</i>	<i>Date & Time</i>	<i>Location</i>	<i>Cost</i>
<i>C1: Introduction to Equine Experiential Education Facilitation Method</i>	<i>Thu May 7 7:00 pm ET</i>	<i>teleclass</i>	<i>\$75</i>
<i>Networking Call: EAL Coaching with Individuals</i>	<i>Tue May 19 7:00 pm ET</i>	<i>teleclass</i>	<i>No fee members \$10/non-member</i>

JUNE 2015

<i>Class</i>	<i>Date & Time</i>	<i>Location</i>	<i>Cost</i>
<i>C2: Foundations of Equine Experiential Education Facilitation</i>	<i>June 4-6</i>	<i>Bend, OR</i>	<i>\$1000</i> <i>\$925 early bird price thru May 14</i> **C2+C3 paid together is \$2000**
<i>C3: Advanced Equine Experiential Education Facilitation</i>	<i>June 8-10</i>	<i>Bend, OR</i>	<i>\$1250</i> <i>\$1175 early bird price thru May 18</i> **C2+C3 paid together is \$2000**

JULY 2015

<i>Class</i>	<i>Date & Time</i>	<i>Location</i>	<i>Cost</i>
<i>C2: Foundations of Equine Experiential Education Facilitation</i>	<i>July 24-26</i>	<i>Kingsley, PA</i>	<i>\$1000</i> <i>\$925 early bird price thru July 3</i> **C2+C3 paid together is \$2000**
<i>C3: Advanced Equine Experiential Education Facilitation</i>	<i>July 28-30</i>	<i>Kingsley, PA</i>	<i>\$1250</i> <i>\$1175 early bird price thru July 7</i> **C2+C3 paid together is \$2000**

AUGUST 2015

<i>Class</i>	<i>Date & Time</i>	<i>Location</i>	<i>Cost</i>
<i>C1: Introduction to Equine Experiential Education Facilitation Method</i>	<i>Thu Aug 13 7:00 pm ET</i>	<i>teleclass</i>	<i>\$75</i>

E6: Creating Personal Development & Wellbeing Workshops	Thu Aug 21-23	Pine Knoll Farm Lexington, KY	\$1000 \$925 early bird price thru July 31
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SEPTEMBER 2015

Class	Date & Time	Location	Cost
C1: Introduction to Equine Experiential Education Facilitation Method	Thu Sept 3 7:00 pm ET	teleclass	\$75
C2: Foundations of Equine Experiential Education Facilitation	Sept 12-14	Reno, NV	\$1000 \$925 early bird price thru Aug 22 **C2+C3 paid together is \$2000**
C3: Advanced Equine Experiential Education Facilitation	Sept 16-18	Reno, NV	\$1250 \$1175 early bird price thru Aug 26 **C2+C3 paid together is \$2000**

NOTE: Occasionally the date, time or location of classes may need to be changed. Please ALWAYS consult the website under "Upcoming Schedule" for the most recent class listing or call 775-376-2530.

E3A Member Spotlight

Gina Yarrish, YarCorte Acres

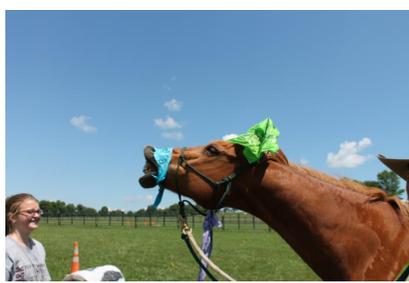
For over 30 years Gina Yarrish of [YarCorte Acres](#) in Kingsley, PA has worked with individuals and organizations helping them to develop their dreams, accelerate their results, and create richer and more fulfilling lives.

By employing Life Coaching and EAL principles, Gina offers Transformational and Leadership Workshops to organizations, entrepreneurs, women's groups and individuals and families. She inspires people by teaching effective principles that motivate them to take action in their own life, organization or company. She is a highly sought after Coach and Trainer.



Gina Yarrish

Gina is certified as a Life Coach by the Life Mastery Institute of Mary Morrissey; an EAL Practitioner by Equine Experiential Education Association; an Equine Specialist by EAGALA (Equine Assisted Growing and Learning Association); and she is certified by Parelli Natural Horsemanship at Level 2. At YarCorte Acres she works with a team of eight equine partners/co-facilitators, trained with the Parelli method.



In working with Life Coaching skills and EAL principles, Gina has experienced numerous life changing "ah ha!" moments. The most significant one for her was learning to give up control and to be open to the outcome. As a result her personal growth experiences include patience, less stress and harmony to her life's purpose-which

has led to increased success. Gina deeply believes in the power of EAL to bring about lasting results.

Gina actively supports E3A and EAL at her facility YarCorte Acres. Last year E3A had the largest group of students ever participate in C2 and C3 Workshops there. Students traveled from as far away as Nova Scotia and Australia. E3A is returning in 2015 for additional C2 and C3 Workshops.

YarCorte Acres provides a safe, enjoyable, productive environment that inspires and encourages a great relationship between human and horse. With a large heated indoor arena, two heated classrooms, eight stall barn, outside arena and playground, it is a year round facility. In addition it is state approved handicap accessible.

The success of her efforts, Gina acknowledges, is based on her work with EAL. She supports others in their personal journeys to achieve lasting change.

Curriculum Update

Evolution of the E3A Curriculum

Since the development of E3A's first training program in 2009, our curriculum has continued to evolve. Since our model involves each member of the EAL team being equally involved in the process, we believe all our students need to be proficient and effective in facilitation, as well as safety, interpretation of equine body language, understanding of herd dynamics, and the ability to observe and debrief the horse/human connection.

We provide training in three different areas:

- Certification Training
- Enrichment Classes
- Business Development

We realize that our members may be at different levels of training and experience, and we want to provide information to help our members be successful. We believe that "one size does not fit all," and members will structure their businesses in a number of different ways. Whether you combine EAL work with horsemanship lessons, with Equine Assisted Psychotherapy, therapeutic riding, or choose to specialize only in a specific area, our courses are designed to encourage you to find your own voice in the process: to take the information we offer and apply it or modify it to fit their your desired environment.



For those of you who have 1) not taken any E3A courses yet, or 2) haven't taken a course for a long time, this article is to highlight some of the changes to our curriculum.

Certification Training

The biggest change in our certification curriculum over the years has been to offer a Level 1 certification after a student has taken the introductory teleclass (C1: Introduction to the Equine Experiential Education Facilitation Method), and two 3-day arena classes (C2: Foundations of Equine Experiential Education Facilitation and C3: Advanced Equine Experiential Education Facilitation).

Although we have changed the content a bit in those classes, the biggest difference is that the arena classes are now highly experiential. We believe that students learn best when they experience the materials for themselves, not just by listening to experts in a classroom. That's why we revised the presentation of our original certification curriculum to maximize students' opportunities for learning by doing. Students set up horse activities, decide

the context for them, capture the horse/human connection observed, and capture issues and actions from the debriefing from the afternoon of the first day of the C2 training. In addition to providing information about the E3A Workshop Process, the Advanced C3 training is essentially a practicum where participants work in teams to perform all of the functions from set up through debriefing and recapping the day's experience. During all the hands-on phases of our training, students are coached by E3A Master Trainers. Class size is limited to allow all students to participate in all activities.



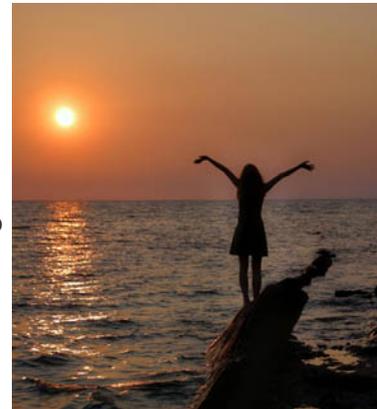
The Level II Advanced Certification with a Specialty is arranged to accommodate the schedule and location of the students who are pursuing this specialty certification. Students are coached to plan and put on a live workshop with real clients and are rated on 45 criteria by E3A Master Trainers. Enrollment in this class (C4) includes all the templates, forms and checklists to make planning and conducting your workshops easier.

Enrichment Classes

Over the years, we have added classes designed to provide information about specialized topics. These have included:

- StrengthFinders assessment tool (both teleclass and arena class);
- Team culture and corporate groups (teleclass);
- Personal development & wellbeing (teleclass and arena class);
- The special role of the horse in equine assisted learning (arena class).

This year our focus is on rolling out both the teleclass and the arena class for Personal Development & Wellbeing. The next teleclass (E5: Introduction to Personal Development & Wellbeing) will be held April 16, 2015 at 7 p.m. ET. The 3-day arena class (E6: Creating Personal Development & Wellbeing EAL Workshops) will be held August 21-23 in Lexington, KY. Call us at 775-376-2530 to find out the prerequisites for the arena class.



Business Development Classes

There are four different business development classes:

- Business set up, team development and purpose;
- Product development, marketing and sales;
- Ranch, financial and volunteer operations;
- Planning and implementation

All are specially designed to address issues related to equine-based businesses. For more information about these classes, contact PJ@E3Assoc.org. A self-help book and workbook written by PJ Stegen is also available for those who wish to address these issues on their own.

For more information about our curriculum and schedule, go to <http://www.e3assoc.org/Equine-Assisted-Learning-Upcoming-Schedule>, or contact us at staff@E3Assoc.org, or call us at 775-376-2530. We'll be

happy to talk with you about whether our classes are right for you.

Linda Pucci

New E3A Board Member!

E3A Welcomes Janis Cooper as a Board Member

[Janis Cooper](#) is an engaging transition coach committed to helping people and groups navigate through change. Her passion is empowering people to live better and work better through unique equine experiential learning programs where deeper levels of self-awareness creates sustainable change.



Janis Cooper

As owner of [EQnimity](#), based in Waitsfield, VT, Janis is an E3A Certified Practitioner and an approved Equine Facilitated Learning Coach through Kathy Pike's Coaching with Horses Program (an Epona-based model). Her training also includes the Mind Body Method (MBM) in combination with horses. In addition, she holds a certification in equine massage. Prior to her equine coaching business, Janis' career spanned more than 20 years in global marketing management and executive positions within Fortune 500 high-tech companies including Digital Equipment Corporation, Compaq, Hewlett Packard and Unisys. During that time she led individuals and organizations through a number of transitions including two company mergers, downsizing, along with many organizational changes - all of which has led her to help people and groups traverse personal and professional transitions.

While operating [EQnimity](#), Janis is also a consultant where she assists corporate clients with career transition consulting and coaching services. She is the proud owner of two horses and surrogate mom to others, each of which help her practice emotional agility each day.

Business Development Tip

Growing your Herd, Growing your Success

Let's be honest, trying to care for horses, run a business, and manage all life's day-to-day demands isn't always easy. You may be struggling with the how's and where's of business growth and asking yourself, 'How do I get it all done?'. But why go it alone?



Your business can grow faster by expanding the herd of people you work with - those whose goals and objectives may be similar to yours, simply executed differently. For instance, consider the organizational development expert that delivers classroom-based training. Equine Experiential Education can augment offerings to their existing or prospective clients in entirely new and impactful ways. Your equine program offers a unique ability to create sustainable change for their customers and one that sets them apart from their competitors. It will assist them in growing their business... and yours.

The following are a few examples of where you might find partnerships depending upon your target audience:

- Professional Associations (ex: Human Resources)

- Non-Profits (ex: Diversity)
- Meet-Up Groups (ex: At-Home Schooling Groups)
- LinkedIn Groups
- Local Association for Talent and Development (ATD) chapter
- Organizational and Leadership Development consultants
- Business or Life Coaches

Before reaching out for potential partnerships, do your research. Use Google, LinkedIn, Facebook, and websites to understand more about the organization and individual you want to contact. Be clear in your mind as to what you offer and how it would be beneficial to their business, students or clients. This might include how you can help them reach their objectives faster along with the potential for follow-on business. Make sure that your value proposition is clear, concise and relevant to their area of interest, as well. They'll want to understand what's in it for them by partnering with you.

Once you've established a relationship with a person or group, invite them to a business demo so they can experience your business first-hand. Refer to your E3A training material on creating successful demos.

Similar to relationships with horses, building successful partnerships can take time. It requires trust, communication, collaboration, and a vision. However, sowing the seeds now and nurturing them over time will pay off. Partnering with others will expand your herd of influence and help grow your business faster than you can do on your own. And who knows, you might just gain a new friend in the process.

Janis Cooper

Suggested Resources on Leadership

Showing Up as a Leader

By Lissa Pohl, MA
E3A Master Trainer and
Assistant Director
Center for Leadership Development
University of Kentucky

Over the past two decades there has been explosive growth world-wide in the emerging Equine Assisted Activities industry, especially in programs that focus on Equine Assisted Learning (EAL). The Equine Experiential Education Association (E3A) is one of many organizations that teach, support and certifies their members in this unique field of collaborating with horses for human growth and learning purposes.



Lissa Pohl

The horse is a non-predatory animal and a social herd animal. Its life depends on constant awareness of its surroundings and to relationships within the herd. They are always looking for who is leading the herd. Thus, they are natural followers. They willingly follow and collaborate with others, whether that is another horse or the human in their lives, when they see and trust that this 'other' can consistently "show up" as leader. So what does it take to "show up as leader"? Here are a few embodied competencies that allow others to identify you as a leader:

- Self-awareness, Social awareness and Environmental Awareness (EQ)
- Creating and holding a strong vision with intention to support that vision
- Knowledgeable in your field (IQ)
- Effective communication skills - emphasizing the role of body

language (PQ)

- Ability to build trust and foster collaboration
- Authenticity/ Integrity/ Congruency (SQ)
- Ability to be flexible/ adaptable in the present moment when working in challenging environments

Horses can teach people how to effectively lead and manage others by creating productive and collaborative relationships that are based on mutual respect, consistency, clear boundaries and integrity. When this type of working relationship develops there is nothing quite like it, whether it is with our horse counterpart or our human counterpart!

The great potential of collaborating with horses as an experiential leadership development methodology lies in its ability to naturally integrate all levels of experience - the mind (IQ), emotions (EQ), spirit (SQ) and especially the body (PQ). It speaks to the heart of what the world requires from its leaders - the ability to develop deep empathic relationships by heightening and strategically deploying our somatic intelligence (Pohl, 2006). As a methodology it provides the means by which leaders can get equipped for the task. Working with a horse is a powerfully integrating experience. It is "experience in action" through relationship or what leadership development theorist Bill Torbert calls Action Inquiry (2004). It involves the ability to meta task, or keep our attention and awareness on more than one, two, or even three things at a time - much like a horse does naturally.

References:

Pohl, L. (2006). Embodying leadership: An integrated methodology, Mont Pelier, VT, (unpublished thesis): Union Institute and University.

Torbert, B. & Associates (2004). Action inquiry: The secret of timely and transforming leadership, San Francisco, CA: Berrett-Koehler Publishers, Inc.

Join E3A!



If you are not a member of E3A, we'd like to invite you to join us. There are many benefits to being an E3A member, including free Community Network Meetings, great people to network and exchange ideas with, and some opportunities that are only open to our members. Check them out at www.E3Assoc.org under [Member Benefits](#).

Want to be more involved?

We have plenty of volunteer opportunities. Call us to let us know how you want to help. Remember, every horse in the herd plays a role in the herd's success...What part will you play in OUR herd?

Sincerely,

Your Friends at E3A