

HORSEWORK™.....Building Your Business

Maximizing your centers potential by making it all work together!

Strides to Success is proud to host this workshop extravaganza, HORSEWORK™. For years our colleagues have looked to Strides for processes and techniques that can help develop sustainable businesses, hold the highest of industry standards, market programs, and sell the work at a fair market value. It is the goal of dedicated industry professionals to “Make a Living” at doing this work. HORSEWORK™ is designed to teach proven strategies that can help you do just that. It is our objective to give each participant a comprehensive “How to” for each of the day’s programs. This will include philosophy/models, program forms, sample lesson/session plans, evaluation methods, budgets, sample contracts, sample grants and much more. You will learn how to design, how to sell, how to position yourself to deliver the service and how to evaluate it. In addition, you will explore how to provide sustainability to support your center financially with earned income, grants or fundraising events. This workshop is perfect for Administrators, Board members, Program Directors, Mental Health and Education professionals, Equine Specialists and those that are in the dream stage. There will be both classroom and arena work each day. You will leave the HORSEWORK™ experience ready to hit the ground running!

When: September 29 – October 1, 2011

Location: Strides to Success,
Plainfield, Indiana

Cost: \$425 includes lunches & course materials

Facilitators:

*Debbie Anderson, TRI, ES/MH-L, EAP I, CEIP-ED
Founder of Strides to Success*

Blair McKissock MEd, TRI,

Co-Founder of ehorseeducation.com

Special Speakers:

Michal Hendy, TRI, EAGALA certified

Heather Eberth-Teike, MSW, LCSW, CTRI, EAP I

Diane Burks, LCSW, LMFT, EAGALA certified

Call for Registration:

317-838-7002, Ex. 22

Day One: Are You Positioned for Opportunities?

Reviewing & recognizing your current assets

Process of Effective Program Design

Education and Horses

The ABC’s of School Programs: Designing, Marketing & Funding School Programs

- Identifying & assessing schools needs
- Program Design, finding common ground between the schools and your equine business
- Selling the program, securing contracts/ funding for school programs

Day Two: Are You Sustainable?

Mental Health and Horses

Considerations for starting a mental health program

Healing with Horses and Pink Ponies™

- ADHD, anxiety, special needs, attachment disorders , **groups and individual therapy**
- Adoption/Forster Care Parenting Classes partnered with Natural Horsemanship
- Pink Ponies – a program that serves domestic violence victims

Creative Programs: A look into a variety of different programs that can generate income and give your services diversity

- Yoga partnered with horses
- Fatherhood Initiative
- Marvelous Minis
- Veterans
- Parenting /The Natural Horsemanship Way

Marketing: Creating visibility for your programs: a look into brochures, cards, templates and elevator speeches

Day Three: Can you follow your passion and make a living?

Leadership and Horses

Strides to Leadership: Overview of marketing and program design for Executive Retreats/ Corporate Programs

- Needs assessment and pre-planning to identify goals for the event
- Designing & implementing interactive programs catering to the client goals & objectives
- Action plans and reporting based on the clients experiences

Design Your Own Program Plan...now it is your turn!

- Assessment of assets
- Build a program based on assets
- Evaluation, Funding and Marketing



HORSE WORK SERIES WORKSHOP REGISTRATION

The Strides to Success Facility is conveniently located minutes from the Indianapolis International Airport. Strides has partnered with local hotels to provide transportation to and from the airport to the hotels *and* to the Strides facility each day. Strides will provide lunch each day of the workshop. The Strides facility provides a comfortable setting that offers the following amenities:

- Air-conditioned and heated classrooms, conference room & therapy rooms
- Wireless Wi-Fi access
- Climate controlled arena (for those January workshops our arena is heated up to 50 degrees)
- Easy access to restaurants, walking trails and shopping

Workshop Cost \$425.00

Includes: lunches and all Training Manual's

Additional curricula are available for purchase at the workshops

- September 29,30- October 1, 2011 HORSEWORK.....Building Your Business Workshop _____
- _____

Attendee Information:

Name: _____ Position: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____

Website: _____

Lunch: (circle one) Traditional Vegetarian Please indicate any food allergies (Conference price includes lunch)

Payment Information:

Cost: _____

Number of

Attendees: x _____

Subtotal _____

10% Discount for second attendee:

Total: _____

Payment method:

- Check – payable to Strides to Success, Inc
- Credit Card - Visa Master Card Discover
- Credit Card Number

Name on Card

Billing address

Expiration Date

Total Amount __\$_____

Registration is not confirmed until payment is made!

Registration Submittal

Complete registration form and send with payment to: If you have questions please Email: info@stridestosuccess.org

Mail or Fax to:

Strides to Success

1350 Terry Drive

Plainfield, IN 46168

Email: info@stridestosuccess.org

Phone: 317-838-7002 , Fax: 317-838-7024



*Ensuring excellence and changing lives
through equine-assisted activities and therapies*