



**Equine Experiential Education**  
ASSOCIATION

## E-Newsletter - February 2010

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### Calendar of Events



### February

- 1 Board of Directors Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET
- 2 ICF Equine Experiential Coaching SIG Telecon  
7am PT; contact  
rose@flightunlimited.com
- 8 Education Team Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET

### E3A's Foundation and Corporate Classes a Success in 2009

Our most exciting accomplishment in 2009 was completing E3A's Foundation and Corporate curriculums, IN1, 2 & 3, and ARCORP 1. As a result, twenty-six participants from diverse backgrounds were able to complete these trainings during 3 sessions hosted by the River Ranch in San Diego, California, the Horse Institute in Ancramdale, NY, and E3A in Washoe Valley, NV.

Trainers for the classes, Kim Shook, Tim Manson, Larry Bramblett, Linda Pucci, and PJ Stegen combined traditional classroom instruction with horse assisted activities and facilitation sessions, done in and about the arena. The basic facilitation technique taught by E3A is an adaptation of the five questions presented in the book *Open to Outcome* and the Pfeiffer & Jones 5 Stages of Learning. Trainees were taught to use their strengths to develop their own unique facilitation style.



In the Foundation Courses students learned about the E3A facilitation model and its benefits to the three E3A target populations (i.e., Corporate, Coaching and Education clients). They also explored the selection and management of horses,

## February (cont)

- 15 Board Directors Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET
- 17 Marketing Team Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET
- 19 Coach Team Meeting  
9: 30am PT, 10: 30am MT,  
11: 30am CT, 12: 30pm  
ET
- 22 Corporate Team Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET



## March

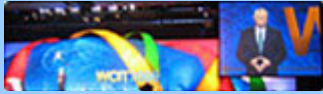
- 2 ICF Equine Experiential  
Coaching SIG Telecon  
7am PT; contact  
rose@flightunlimited.com
- 5-7 IN2/3 Foundations Class  
(Arena/Lecture Format)  
Mission Inn, Howie In  
The Hills, FL
- 8 Education Team Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET
- 15 Board Directors Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET
- 17 Marketing Team Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET
- 19 Coach Team Meeting  
9: 30am PT, 10: 30am MT,  
11: 30am CT, 12: 30pm  
ET
- 22 Corporate Team Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET

how to use the nuances of herd behavior to best effect in different activities and what to consider from a venue perspective. The theoretical and practical information about clients' different learning styles contributed to their ability to facilitate in different ways to meet individual client needs. The training also included numerous didactic and practice sessions in which students learned what constitutes effective group facilitation and how to best apply the coaching method of facilitating client change and development.



One of the features of an E3A debrief session is emphasis on how the focus of questions differs in corporate, education or coaching settings. The ARCORP1 course taught how to present, design and deliver a corporate program from the proposal stage through delivery of an effective workshop experience and client follow up procedures. Students learned what corporations expect in terms of a meaningful Action Plan for implementing the results of the workshop, and how to handle the follow-up consultation to ensure that client teams get the full impact of what they discovered.

Beyond staging horse activities and discussions, successful facilitation includes understanding horse and herd behavior, safety, facilities set up, understanding distinctions between training and coaching, setting up your own facilitation team, potential issues and challenges, and other tools needed to conduct a successful Equine Experiential Education event. Students experienced all of these topics during the E3A events and our instructors continually demonstrated the ebb and flow of the facilitation conversations. The horses we worked with were specifically chosen to represent a variety of character traits and training levels, presenting an excellent overview of what to expect in different exercises when participants attempt to complete certain tasks. Even the most experienced horse people among the students had some surprises!



## April

- 6 ICF Equine Experiential Coaching SIG Telecon  
7am PT; contact  
rose@flightunlimited.com
- 12 Education Team Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET
- 16 Coach Team Meeting  
9: 30am PT, 10: 30am MT,  
11: 30am CT, 12: 30pm  
ET
- 19 Board Directors Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET
- 21 Marketing Team Meeting  
2: 30pm PT, 3: 30pm MT,  
4: 30pm CT, 5: 30pm ET
- 22-24 ARCorp1 Certification  
The Horse Institute,  
Ancramdale, NY. Incl:  
corp. best practices  
individual & group  
facilitation practicum, E3  
activities, workshop  
design, logistics and  
evaluation

A bonus feature of an E3A training event is the camaraderie and networking opportunities among the trainers and participants. Participants were lavish in their praise, saying:

"...exceeded my expectations in breadth and depth...." Lynn Crozier

"Well worth the money...." Kathy Moore

"Great learning experience...." Polly Ryan



Our thanks to Martha Torkington, Marie-Claude and Larry Stockl and PJ & David Stegen for hosting our 2009 events at their facilities. Also thanks to Lynn Crozier for contributions to this article and Rick, the River Ranch Foreman for preparing a sumptuous homemade Mexican meal for our consumption.

Come join in the fun and learning at our next foundation and corporate series offered by teleclass and on site during 2010 in Orlando FL, Ancramdale NY, Mattawan, Michigan; Reno, Nevada; and Killeen TX.

## VISION

Excellence and professionalism in the fields of Equine Assisted Learning and Professional Development through the horse/human connection.

## MISSION

The E3A is a 501(c)3 international professional membership organization offering training, certification and resources for the implementation of Equine Assisted Learning programs by educators, coaches, Professional Development trainers and other facilitators. We provide the necessary resources for the promotion and implementation of quality, successful, professional equine experiential education programs.

## VALUES

- Utilize an introspective, experiential approach with horses to enable personal growth, learning and development.
- Promote the safety and respect of all participants, both people and horses.
- Promote standards of excellence for the delivery of equine experiential education.
- Provide the training benchmark for equine experiential education.
- Provide services and conduct business based on the principles of professionalism, nondiscrimination, acceptance, cooperation, and integrity.

# Foundation & Corporate Classes for 2010

## Mission Inn, Howie In The Hills, FL

March 5-7 – Foundations Class  
Trainers: Linda Pucci & Larry Bramblett

## The Horse Institute, Ancramdale, NY

April 22-24 - ARCORP1 Corporate Certification  
Trainers: PJ Stegen & Tim Manson

## Bella Terra, Kalamazoo/Mattawan, MI

June 6-8 – Foundations Class  
Trainers: Kim Shook & PJ Stegen

June 10-12 – ARCORP1 Corporate Certification  
Trainers: Kim Shook & PJ Stegen

## Reno, Nevada

Sept. 20-22 – Foundations Class  
Trainers: Kim Shook & PJ Stegen

Sept. 24-26 – ARCORP1 Corporate Certification  
Trainers: Kim Shook & PJ Stegen

If you are interested in attending these classes, please email [pj@E3Assoc.org](mailto:pj@E3Assoc.org) or call the E3A office at 1.775.376.2530 for more information.

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## 2010 Webinars (dates to be announced)

### COACHING-Personal Development & E3 Classes

- Finding Balance in a Changing World
- The Four Agreements
- The Fifth Agreement

### CORPORATE

- Five Dysfunctions of a Team
- Finding Balance In a Jobless Market
- Business Development for Everyone from E3 Solo Entrepreneurs to Organizations
- StrengthsFinder – Applying Your Strengths as a Trainer to Produce Results

## VALUES (cont)

- Promote a positive impact in the lives of equine experiential facilitators and their clients.
- Maintain the highest ethical standards and professionalism in the field of equine experiential education.
- Ensure the validity, viability and integrity of the E3A model through the promotion of the professional practice of measured outcomes.
- Promote a culture of collaboration through sharing of information, experience, and ideas.
- Promote the use of Equine Assisted Learning as a viable experiential educational alternative for individuals, schools, coaches, and corporations, worldwide.

## 2009 E3A Milestones

- 501c3 non-profit status obtained
- Grew to 50 members
- 6 E3A Certified Trainers apprenticed and/or teaching E3A foundation, corporate and coaching classes.
- E3A Foundations and Corporate curriculums completed
- E3A Foundation seminars held in 3 locations
- 1<sup>st</sup> ARCORP1 Seminar held in Reno, NV
- Corporate Training Seminar ARCORP2 and corporate template Version 1 completed
- E3A Coaching/Personal Development Seminars for "The Four Agreements" and "Finding Balance in a Changing World" completed.
- 1<sup>st</sup> E3A Executive Coaching Seminar, *After Corporate Restructuring*, completed
- E3A Coach Team developed Mission, Vision and Guidelines for E3 coaching curriculum development based on ICF requirements
- Marketing/Membership Team Formed
- Further Development of the E3A Members Only Website
- E3A operations 100% supported through volunteer efforts. No E3A Member Dues expended except for direct association expenses.

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### Coach Team Highlights

E3A's Coach Team members have an interest in the application of equine experiential educational approach to coaching personal or business clients. In 2010 the Coach Team is working to define a curriculum development platform which integrates the ICF core coaching competencies, and offer hands-on training about adding horses to the coaching relationship. A central goal for all classes is the provision of continuing education credits for coaches.

The Coach Team (for Members only) currently meets via teleconference the third Friday of each month at 9:30am PT, 10:30am MT, 11:30am CT, 12:30pm ET. Contact Rose Milbeck at (503) 598-9417 or [rose@flightunlimited.biz](mailto:rose@flightunlimited.biz) for the bridge line number and further information about becoming a Coach team member.

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### Corporate Team Highlights

The Corporate Team of E3A (for members only) is comprised of members who have an interest in the application of an equine experiential educational approach to working with corporate clients. In 2010 the Corporate Team is having discussions and providing input to E3A's business development and economic challenge curriculums, as well as adaption of Executive Coaching materials to Equine Experiential Education (E3) curriculum and activities. A central goal for all 2010 classes is the provision of continuing education credits for E3 corporate trainers.

The Corporate Team currently meets via teleconference once a month and their next meeting will be held on Monday, February 22<sup>nd</sup> at 2:30pm PT, 3:30pm MT, 4:30pm CT, 5:30pm ET. Contact PJ Stegen at 775-376-2530 or [pj@e3assoc.org](mailto:pj@e3assoc.org) for the bridge line number or further information about becoming a Corporate Team member.

## Founding Members

The Equine Experiential Education Association (E3A) was formed in 2007 and is a 501(c)3 non-profit with central headquarters near Reno, Nevada.

Founding members of the organization are:

[Larry Bramblett](#), of Clermont, FL, former executive director of the Black Stallion Literacy Program, and a former superintendent of schools;

[Tim Manson](#), corporate trainer and owner of Innovative Horizons of Killeen, TX;

[Linda Pucci, Ph.D.](#), psychologist and personal/business coach, Inner Resource Center, LLC, Maryville, TN;

[Pam Salem](#), business owner and former horse breeder, of Horizon Farm Equine Growth and Learning Center, Seymour, TN;

[Kim Shook](#), corporate trainer and owner of Bella Terra Equine Experience, Kalamazoo, MI; and

[PJ Stegen](#), non-profit management professional and corporate coach, former executive director for Horses for the Spirit; owner/director of Horseshoe U, in Washoe Valley, NV. Stegen serves as the executive director of Equine Experiential Education Association.

## Education Team Highlights

The Education Team of E3A is comprised of members who have an interest in the application of an equine experiential educational approach for educators in schools and universities and students who are making equine experiential education their profession. The Education Team is working to enhance their certification program and to create curriculum to introduce administrators, teachers, students and others to the equine experiential education paradigm for education. A central goal for all classes is the provision of continuing education credits for educators.

The Education Team (for Members only) currently meet via teleconference each month and their next meeting will be held on Monday, February 8<sup>th</sup> at 2:30pm PT, 3:30pm MT, 4:30pm CT, and 5:30pm ET. Contact Larry Bramblett at (352) 536-9504 or [lrbramblett@embarqmail.com](mailto:lrbramblett@embarqmail.com) for the bridge line number or for further information about becoming an Education team member.

## Marketing Team Highlights

The E3A Marketing Team is attended by members who have an interest in the promoting E3A and learning more about how to marketing their own E3 business. They also focus on getting the word out to others about the benefits of being a member of E3A. The Marketing Team has the following goals:

- Create a community and share our knowledge base as we grow as an organization and as member businesses.
- Become a presence in the industry and help people find and build on their strengths
- Distinguish the E3A brand and its model and markets
- Help promote the E3 industry as a whole while enhancing credibility and reputation
- Support individual members with education and materials to help market their business
- Educate E3A members on how best to use new marketing technologies such as social media to reach E3 markets and sell their E3 business successfully

The Marketing Team (for Members only) currently meets via teleconference each month and their next meeting will be held on Wednesday, February 17 at 2:30pm PT, 3:30pm MT, 4:30pm CT, and 5:30pm ET. Contact Lynn Crozier at (520) 777-3348 or at [lynn@transitionalalternatives.com](mailto:lynn@transitionalalternatives.com) for the bridge line number or for further information about becoming a Marketing team member.

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