



FOR IMMEDIATE RELEASE
For More Information and Photos
Contact: Christy Landwehr
720-857-9550 or clandwehr@CHA-ahse.org

**Certified Horsemanship Association Publishes New Manual,
The Equine Professional Manual: The Art of Teaching Riding;
Now Available for Sale Online**

(December 2016) – The Certified Horsemanship Association is proud to announce its newest manual, *The Equine Professional Manual: The Art of Teaching Riding*, just in time for the association’s 50th Anniversary. This 208-page comprehensive guide offers must-have information for any riding instructor—whether that instructor has been teaching their entire career or is just starting out. Complete with illustrations and photos, the manual was written by a host of horse industry experts and produced by the largest certifying body of riding instructors and barn managers in North America. Now for sale on CHA’s website at www.CHA-ahse.org/store, this publication is truly a one-of-a-kind resource for the library of riding instructors, including those teaching therapeutic riding, vaulting, and driving; along with equestrian camp staff, trail guides, ranch staff, etc.

“*The Equine Professional Manual: The Art of Teaching Riding* is a must-have resource for anyone that teaches horseback riding,” said CHA Treasurer and Research and Development Committee Chair Terry Williams, who spearheaded the project for CHA. “This manual is unique in that it is not riding style specific. *The Equine Professional Manual* was written and compiled by professionals in the equine industry. These professionals, including riding instructors, clinicians, lawyers, veterinarians, and college professors, contributed to this manual to share in supporting CHA’s promotion of safety, fun, and education in the equine industry. CHA has proven success as an industry leader as it celebrates in 2017 its 50th Anniversary and continues to ‘Change Lives Through Safe Experiences with Horses.’ ”

The manual is divided into the following sections: Riding Programs, Teaching Techniques, The Riding Student, Communication—The Art of Teaching, The Horse, Application of Teaching Techniques, Arena Instruction, Risk Management, and Horse Management. Within these sections, the manual delves into topics such as: the different types of riding programs and their philosophies, how to plan a program, characteristics of a good instructor, why people learn to ride, types of learners, how different types of learning relate to horsemanship, problem solving, interpreting student feedback, motivating students, effective communication, choosing and training lesson horses, where to get lesson horses, acclimating the lesson horse to the program, tack and saddle fit , matching riders to horses, safety

considerations, rider organization in the arena, horse temperament, rider skill level, facilities, financial resources, risk management and accident prevention, burnout, staff, training, contracts, accounting, emergency management, horse health and nutrition, pasture management, and so much more.

At the end of the manual, the Resource Appendix offers sample forms for riding instructors to use in their business, such as an evaluation ride checklist, a progressive class record, evaluation progress sheets, lesson plans, schedules for horses, a monthly horse work calendar, first aid kit lists, horse job performance evaluation, horse training record, a tack cleaning and repair schedule, routine barn maintenance record, a feeding schedule, a horse ID and health record form and a horse injury/illness treatment record, what should be included in a sales contract, sample business plans, and a variety of sample riding lessons. It's worth it to purchase the book just for the sample forms.

Pick up your copy today while supplies last! CHA Members can purchase the book at a discount for only \$32.95. In addition, CHA Program/Business Members who wish to purchase in quantities of 10 or more can purchase the manual for \$27.95 each. All others can purchase the manual for just \$69.95. To purchase, visit http://cha-ahse.org/store/products/The_Equine_Professional_Manual_-_The_Art_of_Teaching_Riding_-_NEW%21.html or contact 859-259-3399.

To visit CHA's store and see all of the manuals and other products that CHA has to offer, please visit www.CHA-ahse.org/store. CHA's other educational products include: *CHA Standards for Equestrian Programs*, *CHA Trail Guide Manual*, *CHA Composite Horsemanship Manual*, and individual manuals for Levels 1-4, along with a Spanish version of the *Horsemanship Level 1 Manual* and many horsemanship DVDs, safety posters to hang in barns and much more.

CHA Instructors Change Lives Through Safe Experiences with Horses. The purpose of CHA is to promote excellence in safety and education for the benefit of the horse industry. CHA certifies instructors and trail guides, accredits equestrian facilities, publishes educational manuals, produces educational horsemanship DVDs and YouTube Safety shorts, and hosts regional and international conferences. For more information on the largest certifying body of riding instructors and barn managers in North America, Certified Horsemanship Association, please visit www.CHA-ahse.org or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit www.CHAINstructors.com.

###