



# *Speaker Symposium*

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North Exhibit Hall  
Kentucky Horse Park  
April 21 - 24



# Speaker

**Come and expand your equestrian knowledge base! Attendance is free and our enlightened speakers will be discussing a variety of topics geared towards riders, parents, coaches and equine professionals. Head to the North Exhibit Hall to sit in on the discussions and for chances to win Door Prizes!**

## THURSDAY

**10 am** **USPC**  
Riding Centers & USPC - make your job coaching easier

**11 am** **Wendy Willis**  
How to get on a College Equestrian Team

**12 pm** **Sarah Coleman**  
Writing Your Way to a Career in the Equine Industry

**1 pm** **Christy Landwehr**  
Careers in the Equestrian Industry

**2 pm** **Diane Leshner**  
IEA Coach, Trainer and Equine Business Insurance

**3 pm** **Lisa Ecklund**  
The Mindful Equestrian: Achieve Mindfulness and Focus for Riding Success

**4 pm** **Christy Landwehr**  
Professionalism

**5 pm** **Candice King**  
Performing Through Horsemanship



**Wendy Willis** is the Owner and Director of College Equestrian Consulting (CEC) which works exclusively with high school equestrians in pursuit of equestrian opportunities in college. Wendy's commitment to assisting prospective student athletes was born out of the bewilderment she felt when her daughter decided that she wanted to continue to ride in college. Recognizing that other families were experiencing the same challenges navigating the college equestrian land-

she was determined to develop a better avenue. Wendy holds a Bachelor's Degree in Political Science from UCLA. She and her French Bulldog Bellamy live in Bryan, TX.



**Lisa Ecklund** is an equestrian performance coach and a hunter/jumper clinician and trainer with over 35 years of experience as a private trainer and member of the United States Equestrian Federation (USEF), an assistant professor in equine science and management, an Intercollegiate Horse Show Association (IHSA) coach and an IEA event manager. Her personal journey and passion for mindfulness and self-awareness

has lead her to develop a unique style of teaching and training. She blends traditional training techniques with mindfulness training and performance coaching.



**The United States Pony Clubs (USPC), Inc** is the largest equestrian educational organization in the world. The cornerstones of our foundation are education, safety, sportsmanship, stewardship and FUN. Members learn riding and the care of horses through mounted

habits and values instilled through horsemanship will apply to every part of a member's life. Coaches - join us for a discussion on how to make your coaching job easier with lesson plans and curriculum. Riders - come for a fun interactive study guide for the IEA Holy Innocents' Horsemanship Test. Welcome all to learn about the numerous opportunities that Pony Club offers!

# Symposium



**Candice King** made her debut on the American Grand Prix Association (AGA) circuit in 1989. In the past 27 years she has become an accomplished International Grand Prix veteran, representing the U.S on many Nations Cup and Super League Teams. Among her many career highlights, King was the top placed American at the 2001 World Cup Final in Gothenburg, Sweden, and in

1998 became the first American to win the Queen Elizabeth II Cup in 30 years. She went on to earn a spot on the long list for the 2010 World Equestrian Games. King currently resides in Wellington, Florida with her family.



**Christy Landwehr** has been active in the horse industry for over 30 years with vast experience in marketing and business. She is the CEO for the Certified Horsemanship Association (CHA), a non-profit 501(c)3 whose purpose is to promote excellence in safety throughout the horse industry. Through CHA, Christy is a Master Level Instructor and Equine Facility Manager. She founded, competed on and coached the University of Colorado at Boulder equestrian team. Christy is an AQHA Professional Horseman, a member of the Aurora Horse-

men's Association and is on the board of the Colorado Horse Council. You can reach Christy at [Clandwehr@CHAinstructors.com](mailto:Clandwehr@CHAinstructors.com).



Sarah Coleman started writing in Lexington in 2004 as a freelance writer for several equine and farming magazines. She then transitioned to roles helping local college and high schools with their equine programs before becoming the Director of Education and Development for New Vocations Racehorse Adoption Program. Recently, Sarah launched Topline Communications with her friend

Jennifer Roytz. She also sits on the Masters in Equestrian Trust board and is the secretary and treasurer of the Kentucky Hunter Jumper Association. She currently has a 4-year-old off-track Thoroughbred that she is training to be a hunter.

## FRIDAY

9  
am

**USPC**  
Study Session for  
Written Test

10  
am

**Christy Landwehr**  
Careers in the  
Equestrian Industry

11  
am

**Candice King**  
Performing Through  
Horsemanship

12  
pm

**Wendy Willis**  
How to get on a  
College Equestrian  
Team

1  
pm

**Christy Landwehr**  
Professionalism

2  
pm

**Lisa Ecklund**  
The Mindful  
Equestrian: Achieve  
Mindfulness and Focus  
for Riding Success

3  
pm

**USPC**  
Opportunities  
available with Pony  
Club

4  
pm

**Sarah Coleman**  
Writing Your Way to a  
Career in the Equine  
Industry

5  
pm

**Bernie Traurig**  
A Tribute to the  
Thoroughbred  
Sport Horse



# Speaker

## SATURDAY

9  
am

**Wendy Willis**  
How to get on a  
College Equestrian  
Team

10  
am

**Wendy Willis**  
Q&A with the College  
Equestrian Expert

11  
am

**Patti Colbert**  
State of the Horse  
Industry/Time to Ride

12  
pm

**Bernie Traurig**  
The History & Evolution  
of the Forward Riding  
System, Q&A

2  
pm

**Lisa Ecklund**  
The Mindful  
Equestrian: Achieve  
Mindfulness and Focus  
for Riding Success

3  
pm

**Diane Leshner**  
IEA Coach, Trainer  
and equine business  
insurance

4  
pm

**Bob Cacchione**  
Collegiate Riding -  
From Club Sports to  
Equine Studies

5  
pm

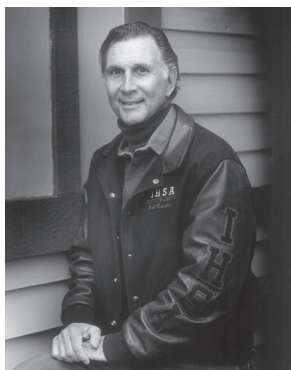
**Terra Schroeder**  
USEF Programs



**Bernie Traurig** is a true horseman recognized not only for his riding achievements, but also for his gifts as a teacher and clinician. His talent for instruction goes back to his roots where he was fortunate enough to have been educated by some of the very best Master Instructors this country and the world have to offer. After amassing over 50 years worth of training and riding techniques and experiences with thousands of horses, Bernie is driven to give back to the sport that has given him so much fulfillment and success. See more at: <http://www.equestriancoach.com/>.



**Diane Leshner** is the President of Equisure, Inc. located in Aurora, Colorado, a specialty equine insurance agency. Diane has been with Equisure for 19 years and loves the advantages of working with the variety of customers the horse industry provides. Her customers include large equestrian associations such as the IEA, novice equestrians and all horse-lovers in between. Equisure specializes in providing and creating programs to meet the needs of trainers, clubs, horse shows and equine associations. Bring your questions and come discuss real scenarios that equestrians face. For questions about insurance, Diane can be reached at [diane@equisure-inc.com](mailto:diane@equisure-inc.com).



**Robert 'Bob' Cacchione** is the award-winning executive director and founder of the Intercollegiate Horse Shows Association (IHSA). In 1967, as a freshman at Fairleigh-Dickinson University, he launched its egalitarian mission of making riding available to all college students no matter their skill or economic level. This year, IHSA will present the 44th edition of their National Championships, bringing together more than 450 of the top college riders and best two dozen teams to compete for such individual and team titles as the USEF Cacchione Cup, whose winners include USEF four-time Equestrian of the Year, Bezie Madden (Southern Seminary) and US Olympic Show Jumping Gold medalist Peter Wylde (Tufts). Without Bob Cacchione's inaugural help of the IEA, the organization would not be where it is today. For more information on the IHSA visit <http://www.ihsainc.com>.

# Symposium



**Terra Schroeder** is a Director of National Affiliates at the United States Equestrian Federation. She has worked at the Federation since 2008 after graduating from William Woods University with a Bachelor of Science degree and double majors in Equestrian Science and Business Administration. Outside of the office, she enjoys working with the local 4-H Horse Club and riding as much as possible.



**Patti Colbert** is a "hands-on" promoter for the horse industry. Patti held the position of Senior Director of the American Quarter Horse Association's Foundation raising millions of dollars for scholarship and equine research. In 2006, Patti's company managed the Mustang Heritage Foundation where she created and launched the Extreme Mustang Makeover events leading to the adoption of more than 5,000 wild horses. Patti helped to create "Time to Ride" events and programs, including the "100 Day Horse Challenge". In 2014 Patti received the "Equine Innovator of the Year" from the American Horse Publication Association for her efforts to change and grow our industry.

## SUNDAY

9  
am

**Bernie Traurig**  
U.S. Equestrian Team  
under the coaching  
of Bert D'Nemethy

10  
am

**Terra Schroeder**  
USEF Programs

11  
am

**Patti Colbert**  
State of the Horse  
Industry/Time to Ride

12  
pm

**Bob Cacchione**  
Collegiate Riding -  
From club sports to  
Equine Studies

#IEAzone1

#IEAzone8



#IEAzone10



#IEAzone2

#IEAzone5

#IEAzone3

#IEAzone4

@rideIEA

#IEAzone7

#IEAFINALS

#rideIEA

Use IEA's Hashtags and your photos will show up on your zone site on IEA's website, and on the National Finals page!