

Hosting Information

I. Benefits of Hosting a Top Turnout Clinic

Barns, tack shops and clubs reap many rewards for hosting Ruthann's clinics:

- a. **Promotion.** Get more from your advertising. This clinic is a great opportunity to spotlight your business or organization in the most positive light. Lead equestrians to recognize you as a resource for sound horsemanship.
- b. **Profit.** Once the number of people attending clinic sessions has covered Ruthann's flat fee and expenses, any additional registrations are your profits. In addition, you may earn commissions on direct sales of several products. Some groups cater fund-raising luncheons on the demo day. Ask Ruthann about the details.
- c. **Safety.** Ruthann teaches lots of safety techniques equestrians can use every day to reduce injuries and liability. Participants are especially happy to learn how to get a horse to relax while pulling its mane rather than risk anyone getting hurt, or upsetting the horse before it competes. Crossties, leading, tying horses and other issues are covered.
- d. **Minimal Requirements.** The demonstration day and bandaging workshop (optional) take place in a covered arena or utility building. Braiding workshops happen in a barn aisle set-up. We'll need a problem and several bomb-proof horses. Ruthann will outline details for your clinic.
- e. **Dazzle.** You'll enjoy a competitive advantage at shows. Looking like winners builds business. Catch the judge's eye and earn credibility from the outset.
- f. **Bring money into the barn.** People who braid well can earn lots of quick cash to feed back into their horse habit, or buy fancy horses, houses, cars, attend college, etc. (This is not an exaggeration.)
- g. **Reinforce your program.** Ruthann will promote important systems including proper care and barn etiquette and as well as get your clients excited to take good care of their horses. She is glad to address issues specific to your community.
- h. **Enjoy Top Turnout!** Your team will learn skills to best get to the ring in top form! Ruthann's techniques will improve soundness, shine, productivity and increase savings. Now you can even have reliable grooms and braiders with refined skills in your region.
Catch the judge's eye and profit for all the right reasons.

II. Ruthann's Clinic Formats

2-Day **Top Turnout Clinic and Two Workshops** –

On day one Ruthann demonstrations. The idea is to get as many people there as possible as the content pertains to all levels of equestrians in all disciplines. Attendees sit in bleachers or in a theater made of bales. Ruthann will cover many techniques to save you time and money while improving your horse's mind, body and spirit. Topics include *lots* of techniques to send winners to the ring:

- Pulling without upsetting the horse
- Braiding fast, beautifully and with NO cramped hands
- Handling for confidence and safety
- Common threat safety solutions
- Instant quieting tricks for difficult horses
- Grooming without dust and for the best shine
- Grooming for suppleness, health and hair
- Troubleshooting soundness issues
- Blanket fitting, use, folding and care
- Seasonal care myths & tips
- Establishing winning worldview for your horse

The second clinic day is an opportunity to hold two Hands-on Braiding and/or Bandaging Workshops (Two 3.5 hour sessions/ up to 4 people for braiding, 12 for bandaging).

3-5 Day Training expands on the 2-Day format with additional customized advanced demonstration and hands-on sessions for groom training and other agendas. Custom formats include Turnout Clinic, Bandaging and Braiding Workshops plus choice of topics such as:

- Bandaging for work, support and travel
- Getting to the ring
- Hoof care and maintenance for soft and hard footing and feet
- Cooling when to walk and when to bathe, how to dress horses
- Horse clothes fitting choices, safety and laundry tips
- Trimming when, why, how and other circumstantial choices
- Tack fitting and care
- Bathing for efficiency and confidence
- Flying horses well
- Showing packing, time management, work lists and other systems
- Reading the schedule- getting to the ring on time
- Grooming in various climates
- Advanced braiding

Consultation- Make your business more profitable. Ruthann is now available for private consultations and coaching to increase profit and soundness while saving time. Incorporate the best care systems and management practices.

- Streamline your operations for efficiency
- Save on bedding, laundry, equipment and other resources
- Train your barn manager and grooms to improve soundness, communication, cleanliness, scheduling and productivity
- Improve ring preparation, decrease lunging injuries
- Enhance client relationships

Call us today to schedule:

LuckyBraids™: 781/665-5988

III. Host Requirements

Administrative

Hosts must be available and organized as well as positioned to access groups of equestrians. Hosts are required to promote the clinic, track all contact information of those interested in attending, send information, and schedule workshops. **A copy of the contact list will be shared with Ruthann at the end of the clinic.**

The number of attendees varies. Given comfortable seating and acoustic arrangements, Ruthann can engage groups of up to 300 people for the demonstration day.

Facility

For the Turnout Clinic

Horses:

- 1 horse that is difficult to pull (mane should be pulled-ish, about 6-8" long)
- 1 quiet horse to braid, with pulled-ish mane (5-6" long)
- Maybe another horse to groom
- Host to secure liability releases from owners of model horses, farm and attendees

Space Provisions:

- Demo day: Covered arena with hay bales arranged in horseshoe shape for seating
- Hands-on day: aisle set up for braiding and covered arena for bandaging
- Other: *See Prop List for details on what props are needed per session as you progress through the day.*

For Braiding Workshop

Horses: ~8 quiet, braidable bomb-proof horses with pulled-ish manes (5-6" long)

Space Provisions: Usually we braid 4 of the horses in adjoining stalls, at the end of an aisle .

Other

- Host to point us to horses, who should each have halters and lead ropes
- Permissions from owners of model horses and from the farm
- Snacks/Drinks – Optional

For Bandaging Workshop

Horses: 4-6 bomb-proof horses

Space Provisions: A quiet area with safely spaced cross ties for each horse or the end of a covered arena.

For Getting To The Ring Workshop

Horses: None

Space Provisions: Ideally an indoor

Other: Stocked ring box, wall box/grooming box and tack truck. Ask Ruthann for list.

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IV. Getting Started

Once you set a date, start distributing flyers, inviting clubs and publishing ads. Lucky Braids will provide flyer originals and artwork for ads. Remember, this clinic is spotlighting your business. Extensive promotion yields long-term profitable results.

V. Promoting Your Clinic

Your Market

Remember that this clinic will appeal to all who love horses. Everyone will learn useful information and more than they anticipate. Attendees include: riders, trainers, grooms, parents of riders, braiders, barn managers, vet techs, tack shop staff and horse lovers at all levels of experience, in all riding disciplines.

Clinic Flyer:

Lucky Braids will provide you with a promotional flyer for you to copy and post, hand out, mail, etc. We'll be able to send you the flyer template after confirming your clinic plans.

Web Posting:

Your clinic will be advertised on the LuckyBraids.com Schedule Page with a link to your business or organization's website. The clinic will also be listed in Ruthann's Evolved Grooming Newsletter. Clinic hosts are responsible for additional marketing.

Promotional Ideas for You:

- Publish ads, calendar listings in regional equine trade journals
- Place ads or listings in your local horse show associations' newsletters
- Post flyers at other local barns, tack shops, feed stores
- Promotional images are downloadable at 300 dpi from: luckybraids.com/pics.htm
- Contact Lucky Braids to help you optimize your promotion strategy

VI. Attendee Packet

We recommend sharing the following attendance, promotion and product info with potential and confirmed attendees as far in advance as possible:

- **Clinic Flyer**
- **Registration Form**
- **Attendee Preparation & What To Bring**
- **Logistics Template** for directions and lodging (*Host to detail*)

IMPORTANT – Pre-requisite preparation for Braiding Workshop Attendees

Please be sure attendees understand that in order to attend the Braiding Workshop they MUST:

1. Attend the Top Turnout Clinic on Saturday.
2. Watch the *Better Braiders Video* at least 2 times.
3. Practice Ruthann's streamlined braiding formula for at least 30 minutes.

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Working with the *Better Braiders Video and Tool* will help attendees optimize their learning curve. Attendees need to get their thumb position and leverage down, before attending the workshop. Otherwise, they'll only work on the most basic stuff, even if they already know how to braid.

Most attendees don't advance to the forelock unless they prepared by studying and practicing Ruthann's *Better Braiders Video and Tool*. No one goes from up-down, up-down to flying changes in two days! Attendees can learn the formula on their own and then use their time with Ruthann to polish their mane techniques and/or get to tails.

VII. Clinic Fees & Payment:

- Fees have been lowered to help compensate for the economy. After all, Ruthann is about helping people save and conserve. To discuss details, please call: 781/665-5988.
- Lucky Braids must receive 50% payment to hold the date, and the remaining 50% 6-weeks out from the clinic date. Ask Ruthann about discounts for early payment.
- Fees are payable via check or credit card (including airline tickets and hotel/rental car reservations, if needed) a minimum of 6 weeks in advance of the clinic date.
- Our contract outlines clinic fees are non-refundable except for "acts of God".
- No video cameras or audio recording equipment will be permitted at the clinic

VIII. Running the Clinic

Ruthann will choose her model horses and check the set-up before the clinic. She'll need transportation, some grooming props, sales help, lunch arrangements, an assistant to fetch model horses, etc. Issues for the clinic production will be reviewed with Ruthann ahead of time.

CALL TODAY to reserve your clinic dates: (781) 665-5988.

Thank you!

