

Josh Lyons Letter of Horse Experience

Horses have been a way of life for me for as long as I can remember. My family worked a 500 acre cattle ranch until I was 13. As the cattle market plummeted to an all-time low, my father took his passion for and ability to train horses, and combined that with the undeniable need to educate people and their horses. In the early 1980's there was not a horse industry as there is today. My father, John Lyons, was one of the first horsemen to give a formal horse training clinic and the first to conduct horse training symposium. By 1987 my father had built a tremendous following. Some of my greatest memories are on the road with my dad - this is how I spent my weekends, summers and school breaks. My first solo clinic was given at the age of 16. Although I had much to learn, my foundation in equine education was enough to help many horse owners. After graduating high school in 1995, I went to work fulltime with my dad. In April of 1996 I was married and my wife and I began running the family's business.

While working for John Lyons Symposiums (JLS) for about 25 weeks per year, I traveled across the country conducting symposiums which were 3 day long seminars for hundreds of horse owners, 3 day riding clinics, and horse expositions. During these events I performed duties such as set up and design for trade show booths, direct advertising, sales, customer support, and recruitment for all training program seminars and clinics. During these clinics, I taught alongside my father. The remainder of my time was spent teaching the John Lyons certification program, and building our business in the horse industry.

In 2002, I competed in the first ever *In A Whisper* Challenge. This competition pitted the top equine trainers in the business against one another over a three day period each paired with a wild horse. I was proud to emerge as the unanimous winner of this competition.

During 2007, my wife Jana and I assumed legal ownership and responsibility for the John Lyons Certification Program for horse trainers, which was subsequently renamed the John and Josh Lyons Certification Program. Despite the taking over ownership, I had already been teaching the program solo for 10 years. Other responsibilities include: student recruitment, registration and student support throughout their tenure in the program, and conflict resolution.

We found that certain graduates of the certification program wanted more performance training. It was to meet this demand that we designed and implemented our Accreditation program. In addition to teaching and running these programs, I continued to accept invitations as a clinician at equine expositions, conduct riding clinics, and provide individual instruction across the country and around the world.

From 2007 until the present, Jana and I have expanded our initial teaching and training programs to create an array of educational courses and products for riders and trainers. During the past 16 years, our equine education program has reached over half a million people through symposiums and clinics, and graduated over four hundred certified and accredited trainers from 10 countries and 43 states.

Recently, we opened Lyons Legacy Training Facility in Cross Plains, TN. We are committed to the field of equine education, and to the ongoing expansion of our business. The certification and accreditation programs allow us to reach and to equip emerging horse trainers with the knowledge to help horse owners across the United States and around the world.

Yours sincerely,

Josh Lyons

Resume

Josh Lyons

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PERSONAL STATEMENT

I am recognized as one of the top trainers in the horse industry, and have the largest group of Certified Trainers in the industry – currently over 400 Certified and Accredited trainers throughout the world, representing 43 US states and 10 different countries. I have been invited to most states/provinces in the US, Canada, Australia, Belgium, New Zealand to educate people in the art of training and communicating with their horses through Equine expositions, symposiums, clinics, and individual instruction. My approach when working with people is to help highlight their strengths, and help them identify and achieve personal goals. My strengths include horse and rider psychology, teaching, public speaking, and problem solving.

PROFESSIONAL EXPERIENCE

When it comes to horse training, I have surpassed the milestone 10,000-hour rule¹, which states that what it takes to be a great professional, no matter the profession, is lots of deliberate practice. The very best professionals throughout the world have one thing in common: they have all spent more than 10,000 hours practicing their vocation. To begin working as a horse trainer, you don't need to have thousands of hours under your belt—you already have the benefit of experience of two generations of Lyons behind you, which includes all the hours, all the horses and all the people Josh and John have learned from.

1995-1997

John Lyons Symposiums

- Assisted in training demonstrations at equine expositions/symposiums.
- Assisted in training the John Lyons certification program/clinics.
- Drove company truck and trailer through the country.
- Set up and design for trade show booth.
- Managed sales of all John Lyons products and round pens.
- Recruitment for all training program seminars and clinics.

1998-2001

John Lyons Symposiums

- Became sole instructor for the John and Josh Lyons Certification program.
- Specific recruitment for John and Josh Lyons certification program.
- Traveled with JLS to expositions and special events to assist with training and sales.

Josh Lyons/self-employed

- Conducted horse training clinics/expositions/individual instruction independently.
- Obtained and negotiated corporate sponsorships.

2002-2006

- Established Josh Lyons LLC
- Assisted in the development of his corporate website and online store.
- Designed curriculum and implemented the Accreditation program.
- Expanded our teaching programs to Canada.
- Delivered speeches, write articles, and present information at meetings or conventions to promote services, exchange ideas, and promote objectives.
- Oversaw the development and production of the Lyons equine DVD
- Teaching series #1- Foal Handling
- Assisted, organized and approved promotional campaigns.

2006-2008

- Assumed sole responsibility and ownership of Lyons Certification Program.
- Hosted a European tour of Symposiums and riding clinic's.
- Oversaw the development and production of the Lyons equine DVD series
 - Teaching Series #2 - Teaching Tricks
 - Teaching Series #3 - Spins & Shoulder Control
 - Teaching Series #4 - Leads & Lead Changes
 - Teaching Series #5 - Sliding Stops & Rollbacks
- Implemented corrective action plans to solve problems.
- Responsibility for marketing, sponsorships, and sales.

2008-Present

- Directed the opening of the second Lyons Legacy training facility in Cross Plains, TN.
- New product and program development.
- Established LL Inc to develop, produce, and maintain equine related products and productions.
- Established the Lyons Legacy School of Horsemanship as the marketing and retail outlet for LL Inc products and productions.

INVITED APPEARANCES

- 2003 In a Whisper Challenge. Fort Worth, Texas
- 2005 Equine Affair. Springfield, Massachusetts
- 2006 Midwest Horse Fair. Madison, Wisconsin
- 2007 Horse Capital of the World Equine Festival. Ocala, Florida
- 2007 Nebraska Horse Expo. Lincoln, Nebraska
- 2007 Wisconsin Farm Technology Show. Albany, Wisconsin
- 2007 Can-Am Horse Exposition. Ontario, Canada
- 2008 Pennsylvania Horse World Exposition. Harrisburg, Pennsylvania
- 2008 Ride The West Ranch & Horse Exposition. Spokane, Washington
- 2008 South Dakota Horse Fair. Sioux Falls, South Dakota
- 2009 Horse EXPO/Belgrade, Montana (Circle L Arena)
- 2009 Mane Event (Trainers Challenge). Chilliwack, British Columbia, Canada
- 2009 Keynote Speaker, Ontario Equestrian Federation Conference. Ontario, Canada
- 2010 Mane Event. Kamloops, British Columbia, Canada
- 2011 Equidays Horse Exposition. Hamilton, New Zealand
- 2012 Equitana Australia. Melbourne, Australia

PUBLICATIONS, PRODUCTIONS AND SPONSORSHIPS

Appeared in a variety of episodes on the RFD TV channel on the John Lyons TV show.

TV interviews, magazine articles and written training articles for publications such as Horse and Rider, Perfect Horse, and Rein Magazine.

Corporate sponsorships:

- ✓ PA Trail Ride
- ✓ Ray Smith Rubber Mats
- ✓ Source
- ✓ Guardian Horse Bedding
- ✓ Tarter
- ✓ Ventuers Vision

Lyons Legacy Signature Rope Halters – available for wholesale and retail sales.

Lyons Legacy Signature Saddles (reining & working cow) designed with Jim Taylor Saddlery – available for retail sales.

Lyons, Josh and Jana Lyons. 2005. Teaching Series #1 - Foal Handling DVD . 60 minutes.

Lyons, Josh and Jana Lyons, Horse City. 2007. Teaching Series #2 - Teaching Tricks DVD. 60 minutes.

Lyons, Josh and Jana Lyons, Horse City. 2007. Teaching Series #3 - Spins & Shoulder Control DVD. 60 minutes.

Lyons, Josh and Jana Lyons, Horse City. 2007. Teaching Series #4 - Leads & Lead Changes DVD. 60 minutes.

Lyons, Josh and Jana Lyons, Horse City. 2007. Teaching Series #5 - Sliding Stops & Rollbacks DVD. 60 minutes.

Lyons, J. and I. Kirkham. 2012. Lyons Legacy School of Horsemanship Training Manual. 166 pp. LL Inc Publications. ISBN 978-0-615-62274-3.

Lyons, J. and I. Kirkham. 2012. Basic Horsemanship. Lyons Legacy School of Horsemanship Online School. LL Inc Publications.

Lyons, J. and I. Kirkham. 2012. Novice Rider. Lyons Legacy School of Horsemanship Online School. LL Inc Publications.

Lyons, J. and I. Kirkham. 2012. Intermediate Rider. Lyons Legacy School of Horsemanship Online School. LL Inc Publications.

Lyons, J. and I. Kirkham. 2012. Advanced Rider. Lyons Legacy School of Horsemanship Online School. LL Inc Publications.

JoshLyons.com is the home web site for Lyons Legacy (LL). It provides access to Josh's schedule of clinics and symposiums, products, and courses taught directly by Josh. It also features all of the

approved LL trainers.

MyHorseWorld™ is a web portal into the world of horses for horse owners and horse enthusiasts, where they can find virtually all things and products related to horses. This site has been designed to be driven by its users who supply information about their horses and the horse industry. **MyHorseWorld** is also about having fun and advancing your horse riding skills. Presented by the Lyons Legacy School of Horsemanship, a series of courses are available for online learning. Each course comes with a series of educational videos featuring Josh Lyons and a course curriculum handbook. Alternatively, users can check out Josh Lyons' personal schedule for symposiums, clinics, or enroll in one of his four onsite courses to become a professional horse trainer. **MyHorseWorld.com** will be launched in January 2013.