

John & Josh
Lyons



Certification Program
Information

Josh Lyons LLC:

Josh Lyons LLC. strives to produce educated horse owners by means of hands-on-training, seminars, DVD's, and books. This education is unique as it applies to all disciplines to attain new levels of skills and performance.

Objective of the Certification Program:

To introduce the fundamentals of the Lyons Legacy conditioned-response training philosophies, to those looking to improve their personal training knowledge and skills. This program helps individuals develop leadership skills utilizing personal strengths along with individual differences and learning objectives.

Our Goal:

Josh Lyons LLC strives to produce educated horse owners by means of hands-on-training, seminars, DVD's, and books. This education is unique as it applies to all disciplines to attain new levels of skills and performance. The John & Josh Lyons Certification Program provides hands-on training for those individuals seeking personal knowledge and skills. Due to the extensive hands on training by highly qualified professionals, resources, and educational materials available to the students, quality education is expected.

John & Josh Lyons Certification Program



The John & Josh Lyons Certification Program is designed to teach the Lyons' conditioned-response training methods in greater depth to people seeking more knowledge and understanding in the equine field. This program is an excellent educational opportunity for those of you who are looking to improve your personal horse training knowledge and skills. Not only can you gain more knowledge, you will acquire the skills to increase your income potential as well.

The methodology of John & Josh Lyons Certification Program is in a league of its own. The uniqueness of the program is the ability for each individual to develop their own personal strengths to form their own training techniques. The format of the program is consistently evolving to give each student the most updated and progressive training techniques available. Each lesson is taught in the safest method possible to ensure the safety of horse, trainer, and rider.

The Certification Program will help you develop leadership skills and give you insight on how to set up clinics, develop sponsor relationships, advertise, and market your business. The students develop lifelong friendships, along with learning how to interact with others in the equine industry to acquire clients and business contacts. Upon completion of this program, the students are John Lyons' & Josh Lyons Certified, using the Lyons' training methods. Each student will learn how to format clinics, apprenticeships and demonstrations utilizing their strengths and skills.

Many of our students have changed their entire life and lifestyles. The participants range from a fireman, teacher, lawyer, mom, soldier, the very novice enjoying horses to the professionals in all walks of equine styles. All are seeking a better way to become one with their horse. All are following their dreams to be close to the animals they love and wanting to help other horse owners **have similar experiences and** learn the Lyons Methods.

Education for Josh Lyons LLC Trainers continues after graduation! Upon completing any of the Josh Lyons LLC programs, you are encouraged to audit future classes of the same program – ***at no additional cost.*** You have the unlimited opportunity to gain new information as well as review what you learned during your own class.

Practice what you preach and teach! Graduated students may also advance their presentation and training skills by assisting Josh as well as other Josh Lyons, LLC trainers at public events, expos and future Certification Courses. Gain exposure, create contacts and increase your clientele by attending Josh and John Lyons events across the country.

Besides the advantage of unlimited audio and visual learning opportunities, students of the Certification Course receive a substantial tuition discount when they are ready to participate in the next level of education; the Lyons Accreditation Course. Knowledge is power but practice builds results. We encourage you to study your craft so you can be the very best ambassador of the Josh Lyons Method. The very popular 5 Day Trainers Clinic held in annually Tennessee is another example of how important ongoing education is to the Lyons Legacy team.

We measure our success by your level of success! Josh Lyons, LLC strives to give you every possible learning advantage. But actual horse training skill is just one piece of the puzzle that makes a productive horse training business. The Lyons Legacy office receives inquiries from owners and riders around the world looking for a trainer. We maintain an on line directory of Lyons trainers and refer callers eagerly share contact information to callers looking for trainers by locale or specialty.

Join the alumni family of Lyons Legacy Trainers. Graduated students of the Josh Lyons, LLC programs are welcomed into an exclusive support network. The Lyons Legacy Trainers private group Facebook page gives graduates the chance to brainstorm ideas, promote special offers and ask for advice from fellow trainers.

GENERAL INFORMATION

- Taught by Josh Lyons.
- The Certification Program will be held in Cross Plains, Tennessee. Cross Plains is located 3 miles off of I-65 and is 25 min north of Nashville, TN.
- 2 – 2 week increments with a 2 week break.
- Students are welcome to stay at the facility during the break.
- 2 horses are required for the program, the same 2 horses must be used for the duration; Josh Lyons LLC has horses available to lease for international students.
- Students are 18 years old and over (unless approved through Josh Lyons).
- Class size is limited to 6 students.
- Cost of the Program is \$20,000 (stalls are included while in scheduled class time).
- Traveling expenses, lodging, and food are your responsibility.
- A list of local accommodations will be provided. A few Cross Plains residents offer room rental.
- You are responsible for the health, care, feeding, shavings, and cleaning stalls of your horses during your stay.
- All four weeks must be completed within the year they are scheduled.
- Typical class hours are 9:00am – 5:00pm with an hour and a half lunch break. Hours will vary.

Admission Criteria

Two broken horses or one broken horse and one unbroken horse. The broken horse must be able to be ridden in a group safely. Horse must be able to walk, trot, and canter. Age is not important but both horses must be in good health and sound. **Coggins papers are required.** (Horses can be leased through Josh Lyons LLC.

Upon request) Students must bring all personal tack and riding equipment and everything necessary to take care of their own horse. We have tack available for purchase if necessary.

The John & Josh Lyons Certification Program require that applicants have prior horse knowledge. They need to have a willingness to learn the Lyons' method, the ability to work well in a group, and have 100% dedication to succeed in the course. Because of the extensiveness of the 4 week program (2 -2 week increments) self - motivation is a must. We require a resume of their prior horse experience, a letter explaining their personal and or business goals, and references.

Education Books and Videos for the Certification Program: These items listed below are available for the student to check out from our office while in class. However these items are recommended to be purchased for the students' personal reference library.

Videos:	Books:
The Best Start for the Unbroken Horse	Ground Control Manual
Trail Riding Series	Riding Manual
Controlling your Horses Speed	Trainers Manual
My Horse Pulls Back	Troubleshooting
Trailer Loading and More	Bringing up Baby
Josh Lyons Foal Handling	From Ground to Saddle
Josh Lyons Teaching Tricks	
Josh Lyons Spins and Shoulder Control	
Josh Lyons Leads and Lead Changes	
Josh Lyons Sliding Stops and Rollbacks	

Our Certified Trainers have the ability to make the best out of their own business with the knowledge that we have helped them to obtain. Please see our letters from John & Josh Lyons Certified Trainers to hear of their success.



***Peacemaker Training
with Monica Erman***

**229 Valley Drive
Falls, PA 18615
(570) 362 - 2788
monica_erman@yahoo.com**

In 1998, I met several John Lyons Certified Trainers at an event in Missouri called Ride with the Stars. These trainers were extremely eager to help me with my horse and the capability they demonstrated inspired and encouraged me to reach for my dreams! The John & Josh Lyons Certification Program gave me the tools and knowledge to build my business and watch it grow. I have recommended the Lyons Certification Programs without reservation, noting especially the tremendous communication, professionalism and people skills John and Josh possess.

Since completing the Certification Program, I have written many training articles for national publications, served as a clinician for several horse and mule expos, was hired as an instructor during a camping trip in Monument Valley, Utah, and have competed in two Extreme Mustang Makeover competitions with success.

With the knowledge and experience I've gained from John & Josh Lyons, I have more clients than I can keep up with. I have clients at prominent boarding stables in my area, as well as teach weekend clinics in Pennsylvania and Missouri. I am able to customize my business in the way I want, making my personal dreams come true!

My passion - what puts the light in my eyes - is learning new and better horse training techniques. John and Josh are faithful to offer advanced education to every trainer who wants it! I love being a John and Josh Lyons Certified Trainer! I always look forward to learning fantastic techniques every time I attend a Lyons educational event, and I'm *never* disappointed.

The Lyons Legacy programs are world class opportunities for equine instructors. Whether the trainer hopes to specialize in trail riding, dressage or reining performance, these curriculums will feel like boot camp and produce solid results!

My name is Kim Robitaille and I am a John & Josh Lyons Certified Equine Trainer / Instructor.

I chose to complete the Certification program in order to become a better horseperson, for myself. Well, that was my goal initially. However, I discovered during the course of our 8 months in CO that I possess a love of teaching that surprised even me. What began as a journey of self-discovery blossomed into, not only that, but a discovery of a deep passion for passing on the teachings of John and Josh Lyons to other horse owners.

My husband and I moved to CO, from Canada, in 2008 in order to fully invest our time and energy into this program as I believe in the Lyons methodology of training! We invested a huge amount of time and money and sweat and tears and I would do it all over again in a heartbeat!!

What we learned in CO in the Certification Program was far more than how to be a better rider or even how to be a better teacher. We learned how to be better people, how to inspire others, how to listen to others and how to be better communicators. The Certification Program goes so much deeper than horses....it is about people...and horses.

I came back to Canada and immediately went to work building a client base of students. I have hosted Josh Lyons twice now in sold out clinics, I have hosted clinics of my own, (I am hosting another on Aug. 4, 2012) I have travelled within my province of Ontario and in the province of Quebec teaching private lessons and conducting demonstrations. I have taught students from all walks of life and ages ranging from 6 - 96 years old. I have conducted training consultations, by phone, from as far away as Florida.

The horse is a magnificent creature with an uncanny ability to unite people from all walks of life and all ages. The horse itself is an extraordinary teacher of how to live a better life through their unique ability to exist and appreciate "the moment"; something we should all strive to achieve.

I graduated in 2008 from the Certification Program and have since been able to reduce my hours as a Retail Sales Representative by more than 1/2 in order to continue to build my Equine Training Business.

Teaching is my calling. I know this in my heart to be true. I lose myself in the process and to inspire others to achieve their goals is a blessing. I would not be on this path if it were not for Josh Lyons and the Certification Program. This program builds better people, better communicators, better problem solvers...people who can give back to their community, people who are able to unite a community. I believe there are few career opportunities that are able to make this claim and have it ring so true.

Thank you for taking the time to consider my words.

Take care,

Kim Robitaille, Clarence Creek, Ontario, Canada

613-791-6087

To whom it may concern,

Certification through the John & Josh Lyons Certification Program has enabled me to make a living in the horse industry. I graduated in 2005 and nearly 7 years later I am still supporting my family with the income from my horse business.

The education and credential provided by the program offered me unique capabilities and opportunities, not offered through traditional colleges or universities that enabled me to get started with my horse business immediately upon graduation.

I feel very blessed to have the opportunity to earn a good living in a line of work that I love.

Feel free to contact me if you would like to understand more specifically how the John & Josh Lyons Certification Program has helped me.

Regards,

James Malcolm

Bradenton, FL
John & Josh Lyons Certified Trainer 2005
cell: 941-224-3935

To whom it may concern

I completed the John and Josh Lyons Certification Program in 2001. I am an Australian and at the time I was living between Connecticut and London, UK. I now reside in Australia and I am working training horses and people here. I am also currently completing an Equine Science degree with the view to undertaking a PhD (Equine Learning and Cognition/Horse-Human Dyad) in the near future.

While I have not worked in the USA since completing the program, I have worked in England, Asia and Australia. The course itself was invaluable and the knowledge I gained during the program is of great benefit to me on a daily basis.

One of the many things that make the Lyons Program unique is that it is not formulaic like many other courses. It encourages individuals to think for themselves, solve problems, find new and better ways and therefore prepares them for the business (real) world. The Lyons' name is not as renowned here in Australia (nor was it in UK or Asia) as, I imagine, their success in the USA has negated the need for them to export the brand to any significant degree. As a result of this my work has always been judged on my skill as a trainer and, I am pleased to say, has always been held in very high regard – thanks to the training I received on the Certification Program. I can honestly say that I have never had a complaint made against me, even the slightest murmur of one.

I had recently relocated from Singapore to the USA when choosing the Certification Program. I consulted many people in the industry and the advice to do the Lyons Certification Course was close to unanimous. I was working at the time at Lion Share Farm in Connecticut with Ita O'Higgins-Young (former Irish Olympic team [Dressage] member) and it was Ita that eventually convinced me. The course was longer and more expensive than some of the alternatives but it was also considerably more comprehensive and educational than any.

The Lyons Certification Program was definitely a 'life changing' event for me. Not only did it lead me into what is now a very successful training career but it increased both my self-esteem and self-confidence immeasurably. This will only occur when working with animals in a sustainable, ethical and humane way and producing consistently excellent results.

I currently run weekend clinics, residential courses and undertake some in-house training and breaking. I also make and sell training DVDs. For further information on these please see my website:

www.kandooequine.com.au

The Lyons Certification is an excellent program and there is no doubt that it produces top trainers. The equestrian industry is plagued with myth and mystery (cowboys and charlatans) and there are far too few recognized qualifications available. The industry would benefit greatly if the Lyons Program was to become a recognized qualification. It is well organized, professionally run and of the high standard expected of state certified qualification.

If you require any further information please do not hesitate to contact me.

Yours sincerely,

Kate Fenner

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www.kandoequine.com.au

+61 458298338

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,

John & Josh Lyons Certification Program

www.lyonslegacy.com

Josh Lyons

Resume

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615-379-1056

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.