

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 Accreditation Program:

To build on the curriculum of the Certification program to produce horse trainers with a passion for performance training. Produces benefits of a highly trained horse who consistently performs above and beyond in any circumstance.

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.

Josh Lyons Accreditation Program



The Josh Lyons Accreditation Program is designed to take you and your horse at the performance level you are currently at and move you to the next level. This program is designed for those who have a solid foundation with their training, or are John & Josh Lyons Certified Trainers, looking to specialize or improve in the area of performance. For many this is reining,

dressage, cutting, jumping, western pleasure, etc. This program is a 4 week hands on training course where students will work personally with Josh Lyons. Upon graduation you will be a Josh Lyons Accredited Trainer. Many graduates go on to compete in various disciplines and specializations. This course will take training to the next level of performance and will focus primarily on improving the level of finish work in both, the horse and the trainer.

Students will start the Accreditation preparing their horse with exercises to improve softness and collection imperative to performance. Students will learn specifically how to be a confident trainer and rider.

Students learn exercises and methodology to help in perfecting maneuvers imperative in the performance industry. Students begin to build horses performance to accomplish common maneuvers used in many disciplines. By achieving these building blocks students are able to begin their area of specialization.

Students obtain exercises necessary to control many aspects of their horses performance. Exercises are broken down to work specifically on one particular area at a time. Each week of exercises is a building block to achieve the finish product. This week of training the blocks begin to fit together for the students to see a more finished product.

The final week of the Accreditation students will discern their specialization in the performance industry. Josh Lyons works with students to develop goals and accomplishments imperative to be a successful horse trainer. This week is spent working on items covered in the first 3 weeks along with answering any specific questions and areas of weakness.

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 Accreditation Courses. Gain exposure, create contacts and increase your clientele by attending Josh and John Lyons events across the country.

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 Accreditation 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 are required for the program. Horses must be able to be ridden in a group safely. Horses 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 Josh Lyons Accreditation Program requires 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: Theses 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.

<u>Videos:</u>	<u>Books:</u>
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 Accredited 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 Josh Lyons Accredited Trainers to hear of their success.

I had been training horses since I was a teenager. I had done a lot of trial and error until I saw a Round Pen Reasoning tape. Since then, I had been a John Lyons fan for years and when I had the chance to take a clinic with Josh, I took it. He offered me the opportunity to work a private session with him and I was thrilled. Little did I know I was the first in his Accreditation Program. Josh is a wonderful teacher and so patient. Teaching me flying lead changes and spins took years off his life but he never made me feel like I was impossible. He truly expanded my horizons in the horse world.

Since I completed the Accreditation Program in the fall of 2005, I have done a few Expos, lots of clinics, lessons and training. I was able to raise my fees and my horse business now totally supports our lifestyle. I love to teach and I have helped lots of people with the knowledge I obtained, not only the training skills but also teaching skills and how to help people get what they are looking for. The Lyons methods apply to any horse, any age, any problem and I have often walked away from clinics feeling like I just saved someone's life by the things I have been able to pass on.

I know I only have a small portion of the Lyons Legacy program but it has served me well and I would encourage anyone who is wondering, to do what you can to pursue this method. It is the best one out there for being duplicable for the average horse owner and applicable for success. God Bless.



Sensible Horsemanship

Teaching the Art of Reading the Heart

* * Clinics - Lessons - Training * *

“Piece of cake,” he grinned . . . and that was my introduction to one of the world’s great horsemen, Josh Lyons. I wanted to teach my horse to spin – my horse with bad steering and a tendency to run out through the right shoulder and to throw in an occasional buck. “No problem!” Josh replied.

Josh’s “can-do” attitude and positive humor are always present. To watch Josh Lyons train horses is mesmerizing. He can accomplish in minutes what takes the rest of us days to teach a horse. Why? Because Josh Lyons knows at least 15 ways to teach any performance maneuver, and he is quick to read what works and doesn’t work with each horse. This facile flexibility, combined with his passion for performance horses and friendly optimism, are hallmarks of Josh Lyons’ horse-training approach.

I soon learned that Josh Lyons is not only a great horse trainer, but he is also a great people teacher. Just as with horses, Josh finds a way to help everyone succeed. It doesn’t matter if you are old or young, experienced or inexperienced. If you have the desire to learn and are willing to work, Josh will make it happen.

What performance goals do you have for your horse? A spin..... flying lead change..... 15’ sliding stop . . . or maybe all of these and more? If you are interested in learning to train performance horses, do yourself a huge favor and train with Josh Lyons. Before you know it, someone will ask you to teach their horse to do a half-pass or rollback, and you will grin and say, “Piece of cake.”

Kathy Boone

Josh Lyons Accredited & Certified Trainer

As I look back on my certification experience, I see it as the most significant Equine experience of my life. It was not only time on task with the most knowledgeable horse trainer in America, but it was both specific to the trainer's needs and a huge challenge. It was rewarding far beyond what I anticipated and was worth every penny spent. It was not just an event, but rather the beginning of a journey, a quest for excellence. It planted the seeds for a more profound understanding of the most noble of God's creatures, the horse.

Among the many lessons we learned how to become introspective enough to be critical of ourselves so we could continue to learn especially if we have expectations of continuous improvement.

The Cert Program is many things, but right at the top of the list is the total support and unlimited access to Josh Lyons. Very unique.

I am grateful to Josh and Jana Lyons for their persistence and patience and for their dedication to this industry for years.

Philip Elder

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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 crossed 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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Cross Plains, Tennessee 37049

info@lyonslegacy.com

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.