

From: Shannon Knapp [shannon@horsesenseotc.com]

Sent: Tuesday, March 20, 2007 9:11 AM

To: Lauri Bayless

Subject: Gangsters as Horse Whisperers? Business Sense from Horse Sense

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horse sense business sense

HINTS AND HURDLES TO STARTING YOUR OWN EQUINE ASSISTED PROGRAM

For EAP/EAL Professionals

March 2007

Greetings!

Welcome to another edition of the *Horse Sense, Business Sense* Newsletter for Equine Therapy and Learning Professionals. I've just returned from our initial assessment session with two new youth who are part of our Gang Violence Prevention Program. Two other youths graduated earlier in the week, and we've been getting a lot of positive press for the program and our involvement in it. Links to those articles are included here!

It's so rewarding, after years of struggling to make our program known and received in our community, to get such positive praise as we've experienced this week, both from the media and, most of all, to be able to help make a difference in the youth themselves.

Happy Trails!

Shannon

in this issue

New TeenSense, Girls Rule and SisterSense Workbooks!



Here at Horse Sense we're in the process of revising and refining our **SisterSense**, **Girls Rule!** and **TeenSense** activity workbooks (which we plan to have available at the EAGALA Conference!). For those of you who have purchased these in the last 6 months, we'll be sending you the new versions free of charge, so that you get the most recent information on

- New TeenSense, Girls Rule and SisterSense Workbooks!
- Young "Gangsters" Turn into Horse Whisperers
- Editorial Supporting EAP & EAGALA
- Turn Our Success into Your Success
- Research: The Topic of Free March Telecall

Young "Gangsters" Turn into Horse Whisperers



By Jordan Schrader February 28, 2007 12:15 am MARSHALL — At home, he was a young initiate into gang life. In prison, he confronted staff with sharp words or sullen silence. On a horse farm in Madison County, he is a 16-year-old philosopher. Which horse is most like you?

Shannon Knapp, Horse Sense of the Carolinas owner, wants to know. The boy says it's Cisco, always bucking and biting. Which horse do you want to be like? she asks. That's one of a different color. He picks Captain, who trusted him as soon as they met

So begins the article that appeared in our local newspaper this week, highlighting the *Horse Sense* "graduation" of two of our Gang Violence Prevention Program youth. Rob Jacoby and I were delighted and excited to see the smiles on these boys' faces and the confidence in their eyes and their body language, as they "showed off" for the cameras. After contacting the State and the Department of Juvenile Justice, and receiving clearance to spotlight the boys (without real names or pictures of their faces), the paper joined us for our last session with these two young men.

For more about our program in working with these youth, check out the article in your most recent EAGALA Newsletter. Bring that article to **your** local DJJDP to highlight what EAP can do for youth in your community!

how we at Horse Sense run our programs. As we've evolved, so have our programs, so we're updating all our activity guidebooks to reflect our philosophy and practice today!

[Pre-Order Your Copies Here . . .](#)

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Editorial Supporting EAP & EAGALA

***Saving lives with a dose of Horse Sense** When it comes to making a difference in the world, there aren't many things as important as helping a young person on the wrong track turn his or her life back around. We humans seem to have a hard time guiding our young back from a destructive path once they've headed down it. But we're finding allies among our fellow creatures. Two young inmates from Swannanoa Valley Youth Development Center graduated Tuesday from a therapy program at Horse Sense of the Carolinas where they learned about horses, but learned more about themselves.*

[Read the whole editorial!](#)

Turn Our Success into Your Success

How can you do this? Copy out the articles linked to here, download a copy of the WLOS TV segment from our website (just click on the WLOS button from the homepage!), and send it in a nice package with a cover letter and your business card. In the letter, tell them that they have their very own EAGALA EAP/EAL program right here in their backyard, and that the attached articles and tv clip show a little about what this kind of therapy can do. Invite them to a demonstration, and tell them you'll call in a few days to ensure they received the material and to answer any questions they might have.

Want to learn more about building awareness about your program locally? [Contact me](#) or [my assistant Lauri](#) to set up a 1 on 1 consulting session with me, or sign on for ongoing monthly consulting.

Research: The Topic of Free March Telecall

March 20, 2007 from 2 to 3 pm Eastern Standard Time

Join us as we hear from expert Kristine Aanderson. Kristine is the program manager of the Chimo Project, an innovative non-profit organization that facilitates the use of Animal Assisted Therapy (AAT) in the community and institutions to help those with mental illness. She is the International Director of the research council for the Equine Assisted Growth and Learning Association (EAGALA), which encourages and facilitates research on the EAGALA method. Join us as we discuss the state of research in the field of EAP, and to learn how you can help all of us collect the much-needed data to support our programs!

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