

# THE EQUINE MARKETER

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*THE MARKETING GUIDE FOR THE MID-ATLANTIC EQUINE INDUSTRY*



*"Shetlands In Their Homeland"*

Thomas Newman



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**HELP WANTED**  
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**Wanted - Event Barn Manager** to help produce well prepared, happy, sound, healthy horses in a positive atmosphere. Good salary, house, benefits, stall & lessons if desired. Fax resume **610-593-5643**

**VOLUNTEER FOAL SITTERS:** Needed to care for critically ill newborn foals at Mid Atlantic Equine Medical Center, Ringoes NJ. Must be 18yrs. or older, Feb. - June. Contact Dr. Wendy Valla or Ms. Sapphire **609-397-0078**

**Live in position on Malvern PA** horse farm. Part time horse & house chores. Good salary; room and board for you & one horse. Call Mary **610-640-5895**

**COYOTE AND FOX, INC.** home party plan is looking for sales reps. Set own hours and work from your home. 100% commission plus bonuses. Call **888-299-3189**

**Full time riding groom w/passion for excellence.** Sole charge. Minimum mucking. Apartment included. Oldwick NJ **908-439-2761** or fax **908-439-3553**

**Horsemanship Director** (age 21+) and **Riding Instrs.** (age 18+) needed for girls summer overnight camp located near Pine Grove, PA; June 14 to Aug. 15. English hunt seat instruction. Responsible to organize & teach horseback riding activities to girls ages 9-17, stable management & other duties. Call **610-791-2411** ext. 241 for application.

**Therapeutic Riding Instructor** for Saturdays starting April. Work w/special needs children. Experience only please! Banbury Cross in Glenmoore PA. Judy **610-664-1051**

**Private barn seeking full time show groom.** Must be responsible, motivated & willing to travel; experience preferred. Chesapeake City MD area. **410-275-8141**

**Groom/Manager - Private stable, Eastern PA.** Great opportunity for hard working knowledgeable person(s) in exchange for modern apt. (utilities incl.). Indoor arena, stall, pool, salary. **610-783-0565** or **610-369-0403**

# FYI...

## A Trainer's Guide To Making Riders

### Really, Really Nervous At Horse Shows

By Dr. Janet Edgette

1.) Tell your rider that "it's only a horse show". Explain to her that riding at the show will be just like riding at the barn, except for the small details of doing it at a foreign location and being judged. OK, so there are a lot of people watching and you get only one chance to do it right. But, hey, it's only a show, right?

2.) Be sure to tell your rider to relax. Better yet, command her to do so while she's standing at the in-gate hyperventilating. Don't forget to mention that her horse is now a wreck because of her anxiety level and that she absolutely positively right now **must** relax. Explain that if she doesn't do it soon, she'll blow the class.

3.) Make sure your rider knows how disappointed you are in her for getting nervous at the shows. Withdrawing, withholding kind words, ignoring, insulting, and being irritable are all effective methods. Let her know either through facial expressions or grumbling that you think she's being a baby, and that you have more mature students to work with that day. That will really work!

4.) When all else fails, tell them they're not listening to you and to try harder.

In all seriousness, guys, try these next ideas to help your poor riders through their show nerves. Believe me, if they could get rid of them that easily, they would. They don't like them any more than you do. But they can no better relax when told to than they can sneeze. It's just one of those things.

• Do treat your rider's anxiety as an expectable reaction to a performance event. Explain that managing show

nerves is just another part of the program, like developing a deeper seat, more effective leg, or better eye. The less time someone spends worrying about how to get rid of how they feel, the more time they have to figure how to do something well *in spite* of it.

• Let your rider know it's not a problem for you if she or he is nervous. You can do wonders for a rider's anxiety level simply by relieving them of the worry of having disappointed or angered you.

• Pinpoint, along with your rider, the ways in which the anxiety specifically affects her riding. For instance, does she get too passive, too aggressive, too impulsive, too tight? Help her then to compensate for that up front so that efforts at the show are spent on doing the possible (i.e., ride a little extra assertively) than on doing the impossible (i.e., forbidding oneself to be nervous).

• Remind your rider that although she probably thinks she's the only one, almost everyone else out there is nervous, too. There are a lot of good poker faces being played out in those schooling rings!

*Dr. Janet Edgette is a family and sport psychologist practicing in Bryn Mawr and Downingtown, PA. She is author of **Heads Up!: Practical Sports Psychology for Riders, Their Families, and Their Trainers** (Doubleday) and of a monthly column ("E-Mail") in **Practical Horseman** magazine.*