

Riding Instructor

The official publication of the American Riding Instructors Association



“Of all the magazines we get, *Riding Instructor* is the one I would never give up.”

who will never be riding at the very top levels – students who hang on our every word and who will buy just about anything we ask them to – helmets, boots, breeches, gloves, saddles; books. Riding Colleges should advertise in *Riding Instructor*, so that we instructors will be encouraged to send our good students to their schools. I’ve influenced three superb young women in their choices of College. Manufacturers could offer riding school special packages to us in the magazine as well. More insurance companies should advertise in *Riding Instructor*.

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Annie Caroline Reid, Johns Island, SC

What does *Riding Instructor* mean to me? When I first saw *Riding Instructor* magazine my heart flipped. A magazine for Me? I love it so much!

For thirty years my husband and I have received horse magazines daily – dozens of them. Without exception, these magazines are written to the horse owner or prospective horse owner.

We own 30 horses, so that’s fine, but *Riding Instructor* is not just about a talented horse or rider, but about those of us who launch those talents, and help those without talent still participate in the lifelong love of riding. It’s about our dear forgiving horses who allow the human body to develop and learn. It’s about making our small businesses work financially and our farms and riding schools work physically.

Riding Instructor is honest and correct. Its articles come from the real world of keeping riders safe and horses happy. I believe that Charlotte Kneeland’s philosophy and influence

has helped return dignity to the profession of teaching riding and value to the “Riding School.”

Advertisers should know that in reality there is a whole world of horse lovers



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What readers say about *Riding Instructor*

Riding Instructor magazine is a great tool for my business. I use it all the time, not only to stay on top of what's going on in our organization, but also as a teaching aid for my students and parents. If they see something we have discussed in print in a nationally recognized publication it seems to hit home a lot better. Keep up the great work. I love it.

John Barnett, South Carolina

Other magazines just target the rider, but *Riding Instructor* places its emphasis on the science and art of teaching - the backbone of the horse industry. The advertisers offer products necessary for our work, and having dealt with many of their representatives personally on a business basis, I have found that they go way beyond the norm to provide us with information and assistance, as well as superior products, to utilize in our facilities, in our lessons and with our clients. Having the practical resource of this magazine and all its contents at hand is a vital tool for my teaching kit.

Didi Arias, Spain

I love the *Riding Instructor* magazine, and reading the different articles that are included. I just wish it were published more often. Keep up the good work.

Cody Pritchard, New York

I think *Riding Instructor* is great. I especially like the business and communication tips. We just cannot get enough information about building our business and making it better.

Carmela Wilbur, New York

The most amazing thing about *Riding Instructor* magazine is the fact that it truly is a one-of-a-kind publication. I've not found another magazine that offers so much pertinent information for riding instructors. The growing numbers of professional instructors use the magazine as a wonderful instructional tool.

Liz Temple, Indiana

I look forward to the arrival of *Riding Instructor* magazine and tend to let everything else sit so that I can read it from cover to cover. The articles offer a variety of topics and I always get something out of each issue. It helps me keep focused and offers fresh ideas with input from fellow instructors. It's a great inspiration during the long winter.

*Kelly Mahloch
Wisconsin*

I look forward to each issue of *Riding Instructor* magazine because it is a convenient form of networking for me. I get insight and advice from other industry professionals.

Gina Hall, Director, Fair Weather Equestrian Center, LLC, Maryland

Sometimes riding instructors feel stuck inside their own little bubble, especially if they teach only private student/horse combinations. *Riding Instructor* magazine helps me step outside my bubble and learn from other instructors and their techniques and ideas. It helps keep my teaching fresh.

*Alex Abella
Washington, DC*

I have been in the horse business all my life, teaching riding for about 45 years now. I really enjoy reading *Riding Instructor* since there is always something new in it. I am a firm believer that one can always learn something new every day as long as they have an open mind, and there is always something interesting in this magazine. It is always nice to hear how other people do things in the riding industry. This magazine gives us a chance to read about other instructors' opinions and experiences and how they handle them.

*Jim Culleton
Master of Foxhounds, Virginia*

I'm always excited to receive *Riding Instructor* because it gives me new insight into teaching. I have taught Saddle Seat at William Woods University for 38 years and I don't ever want to become stale. It's refreshing to get ideas from the hunt seat, western, and dressage point of view. Please keep up the good work.

*Gayle Lampe
William Woods University, Missouri*

Riding Instructor is the only magazine that truly helps to improve the work of a profession that is most influential on most, if not all, decisions of horse owners. The advice given in the articles is so valuable that I doubt that any instructor would ever throw a single magazine away. I personally still have all issues from the time I joined ARIA over 10 years ago and refer to them frequently. Instructors largely influence purchases made by their students. In my 30 year career, I have swayed many horse owners from one product to another, simply because I believed it was a better product and I had some information about it. Product information in *Riding Instructor* is certainly more believable than that gained from other magazines that seem to cater in their articles only to "what sells advertising".

*Claudia Garner
South Carolina*

Not only do I look forward to each issue of *Riding Instructor*, I have come to rely on it as a tool in our staff meetings. As a stable that employs over 12 riding instructors year 'round, we use the articles about how to teach, as well as articles that deal with risk management issues. The quality of each issue speaks volumes about the organization it represents.

*Susan A. Baumgartner, Director
Innisfree Equestrian Center, Michigan*