

**AHTA HIGH PERFORMANCE SEMINAR**  
**SUNDAY, FEBRUARY 12, 2017**  
**OLDS COLLEGE**  
**"EVERYONE WELCOME!"**

Join us for a 1 day clinic, geared towards Coaches and Riders. Topics of discussion will include how your body affects your horse's performance; Building a "Brand" and effective marketing of yourself and/or your business; and how to improve your (or your student's) performance through Mental Training.

Our Presenters include:

The very popular Physiotherapist, **Sandra Sokoloski** BscPT, MCISc, FCAMPT, CGIMS. Join her for an interactive talk regarding the human half of the equestrian partnership. She will provide practical information regarding how the human body operates while riding. This will include knowledge of human anatomy and biomechanics to assist riders and coaches with optimizing the riding experience and problem solving when riding postures and movements are sub-optimal. All those attending will come away with a new perspective on their own body mechanics as well as an understanding of how and why riding faults occur and how they impact the horse. For more information on Sandra, please go to [www.esportphysio.ca](http://www.esportphysio.ca)

**Paige Dinnie** will cover Effective Marketing and Building your Brand. Whether you are a coach or a Young Rider, this is an important aspect in your business.

Combining a lifelong love for equestrian sport and competition, with a background in business and sports marketing, Paige is passionate about facilitating athlete development and growth opportunities for the Canadian equestrian community. An avid eventer, and former NCAA athlete, Paige seeks to provide up-and-coming riders and current professionals with the tools and knowledge necessary to effectively build their brand and image. Whether seeking training opportunities, increased sponsorship, or business growth, Paige believes that effective marketing and brand management is essential to success in today's equestrian industry, and the achievement of riders' individual and professional goals. Paige has a BA in Psychology and an MBA in Global Business.

**Kara Stelfox** B.Kin.(Hon), M.A., CSEP-CEP is a Mental Performance Consultant and Certified Exercise Physiologist. Her topic of discussion will include activation control (improving physiological/psychological self-regulation on-demand) and focus & distraction control. Kara's clients include Olympic and Pan Am athletes; WEG Vaulters; and numerous local level athletes. For more information on Kara, please go to [www.stelfoxperformance.com](http://www.stelfoxperformance.com)

**SEMINAR WILL RUN FROM 9:30-5:00**  
**LUNCH WILL BE PROVIDED**

**Registration Fee: \$75 if registered by February 1;**  
**after Feb 1 \$100 (See Reg'n Page for Payment info)**

**ANY QUESTIONS OR MORE INFORMATION: CONTACT KATHLEEN ZIEGLER VIA EMAIL**  
**[ahhighperformance@gmail.com](mailto:ahhighperformance@gmail.com)**

**REGISTRATION FORM**  
**HP SEMINAR**  
**February 12, 2017**  
**Olds College**

|  |                   |
|--|-------------------|
| Name:                                    | Age(if a Junior): |
| Address:                                 |                   |
| Phone:                                   |                   |
| Email:                                   |                   |
| Are you a Coach?:<br>Level if Certified: |                   |
| Are you a Rider?:<br>Competition Level:  |                   |

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**Registration Fee:** \$75 to February 1; after Feb 1 \$100

**Payment:** E Transfer to ahtapayments@gmail.com Password: HPClinic or  
Cheque, payable to Alberta Horse Trials and mailed to Kathleen Ziegler; Box 370; Beiseker, AB  
T0M 0G0

**Questions ? :** Contact Kathleen via email [ahtahighperformance@gmail.com](mailto:ahtahighperformance@gmail.com)

**Send Registration Form to [ahtahighperformance@gmail.com](mailto:ahtahighperformance@gmail.com)**