

For The Love Of Liberty

THE OFFICIAL NEWSLETTER OF THE INTERNATIONAL LIBERTY HORSE ASSOCIATION



IN THIS ISSUE

Welcome

Latest Updates

Featured Trainer: Francesca Carson

Tips from the Top

What's in a logo?

WELCOME

If you are reading this the ILHA is up and going and you are an official member. Congratulations! We are pleased that you have decided to join us on this exciting endeavor.

In the past 10 weeks since launching we have been busy. We have created a website, a Facebook page, and an Instagram account. We have been recruiting Liberty photos to use and share, creating content for our Newsletter, filming and blogging to answer FAQs, and printing membership cards (expect yours in the mail soon). Behind the scenes we have also been working on a logo (see Page _ for details), ironing out show patterns, and researching how to host online competitions.

With the first ILHA Championship Show coming October 18-20th to the world famous Kentucky Horse Park we will be spending the upcoming months finalizing the judging format, selecting judges, inviting Freestyle competitors, recruiting participants, soliciting vendors, and organizing volunteers. As an ILHA Member you will have access to announcements and updates before anyone else. Without question you could not have come on board at a more exciting time and we are working every day to provide information, answer questions, seek feedback, work to make this the best equine association to be a part of and, above all, promote a discipline we all love. We hope you enjoy the first issue of *For the Love of Liberty* and look forward to creating many more.

Sincerely,

Dr. Elizabeth James, Editor in Chief

ILHA FEATURED TRAINER

FRANCESCA CARSON



At first glance, one might mistake Francesca Carson as being just another pretty face – albeit a strikingly pretty face complete with a charming English accent. But with a list of Liberty appearances a mile long, a Sony Pictures movie centered around her horses, and one of the most viewed Liberty Pet Insider videos of all time (92M views and counting), Francesca is in fact a serious trainer full of encouragement, talent and triumph.

Growing up in the UK, Francesca always dreamed of having her own horse. That dream started to come true when she began taking weekly riding lessons across the English countryside. It wasn't long before she became fascinated with Liberty work after watching some European Liberty trainers firsthand.

"I just couldn't believe it was possible to have that kind of connection with no ropes attached" she explained.

Francesca's own Liberty education involved learning from Steve Rother, Bill Lawrence, and Dan James. "But mostly," she said, "I just tried to figure it out on my own. Sometimes it worked and often, it did not."

Her favorite thing about working horses at Liberty is that there is nothing you can "make them" do to work for you. No halter, no bridle, no ropes. "It can be frustrating," Francesca explained, "as you are left having to figure out the horse's personality and motivation."

Along the way Francesca has developed her own Liberty method and style, one that makes her incredibly relatable and helpful in teaching others.



"My philosophy is that if you know how to allow your horse to trust you so that he feels happy by your side you will establish mutual respect," she explained. "Knowing when to be firm without getting upset, patience, not jumping the basic necessary steps, and not doubting your animal are key to Liberty."

There's no doubt that Francesca has developed a Liberty system that works. She and her Liberty horses have been featured on The Letterman Show, Good Morning America, Animal Planet, Animal Lovers Insider, People Magazine, National Geographic, and Britain's Top Dogs to name a few. They have also Skyped for TV shows in Russia, Japan, China, and Germany, and Spanky (her most famous horse) was even chosen to be a Breyer Horse Collectible along with his famous partner Dally a Jack Russell.

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Francesca's complete team consists of two miniature horses, a Freisian, a Quarter Horse, and two Jack Russell dogs. Spanky, Carson's most famous Liberty horse, is also the most difficult Liberty horse she has ever trained.

"He is similar to working a tree stump...until he decides to go 'rogue' that is. He is the quintessential naughty pony who acts up, much to the delight of the crowd," she joked.

Jet on the other hand, her other mini, is like a little 'soldier' that always wants to please. Francesca credits him with teaching her more about Liberty than any other horse she has worked with. It is no small feat that Jet is most known for being able to 'walk' approximately 100ft on his hind legs - an unbelievable task for any horse.

In the year ahead Francesca can be found focusing on teaching Liberty clinics, performing at the Pendleton Round Up and excited about the ILHA.



ILHA FEATURED TRAINER CONT



"It will give people a goal to work toward," she explains. "Every discipline has competition and I feel Liberty has been missing that."

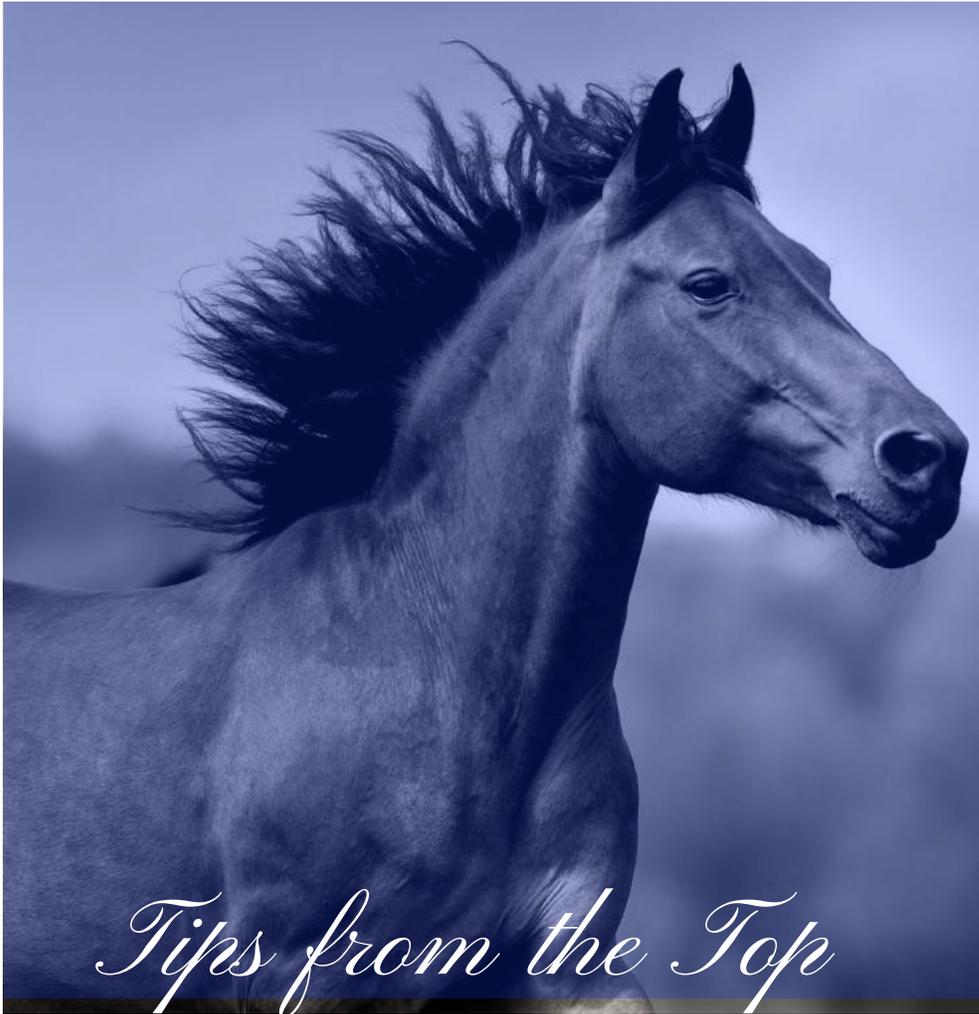
She is also excited about the movie premier for the Adventures of Dally & Spanky this summer and is most looking forward to getting to be with Dally and Spanky on the Red Carpet.

Although there is more on the horizon than what she has already accomplished, Francesca is truly a testament of what can be accomplished through Liberty training. Her story is one full of incredible talent, endless motivation and eternal optimism.



You can learn more about Francesca Carson, her horses, her clinics schedule, and her upcoming appearances at:
www.DallyandSpanky.com.

You can also follow them on social media and YouTube.



Tips from the Top

Balancing Your Arena

By Dan James

When working a Liberty horse in a new arena or a large area for the first time it is not uncommon for them to have parts of the arena they are drawn toward and parts they tend to avoid. This is what I refer to as an unbalanced arena. In a balanced arena, a horse feels equally comfortable resting or working at any place in the arena.

One way to balance the arena for your horse is to to work them in the area they tend to draw toward (which for most horses is near the gate) and rest them in the area they least want to be (usually in the middle of the arena). Consistently working on this the first few times a horse is introduced to a new or larger environment will help them to become equally comfortable and confident working in any part of it.

Dan James is one half of Double Dan Horsemanship. You can learn more about Double Dan Horsemanship and check out their online Pathway to Liberty series at www.doubledanhorsemanship.com.

SHARE YOUR STORY

Want to share your Liberty story, tips, photos or advice? Do you have a trainer, person or horse you would like to see featured in

For The Love Of Liberty?

Visit

www.libertyhorseassociation.com

and go to the All about YOU page to submit stories, nominate someone, or share ideas.

WHAT'S IN A LOGO?



Picking a logo is hard. Designing one is even harder. Especially one that is equine related. Horses are varied, complicated, specialized, and no two are alike. So are horse people.

The journey to developing a logo for the ILHA has not been an easy one. It has involved ideas that looked good when imagined but not on paper. Concepts that should have worked but didn't. Drafts that varied significantly from version to version and on more than one occasion going back to the drawing board to start all over.

The entire process, if not left to the professionals, would have never worked and we are thankful to have worked with the best of the best, husband and wife team Jackie and David of EQ Graphics.

At first thought developing a logo for an international horse association should have been as simple as combining a horse and the world. But after weeks of working on it, it became painfully obvious that, graphically speaking, both horses and globes are extremely stylized. Complicate one and you lose the other, simplify one and you drown out the other. At the end of the day, what we kept coming back to was that the ILHA logo needed to be international, inclusive, and equine - Jackie and Dave really took it from there.

So after a great deal of work and imagination we are thrilled to share the new ILHA logo with you and hope you will love it as much as we do. We look forward to seeing it on all things Liberty for many years to come!

For more information about EQ Graphics and their services please visit:

www.eqgraphics.com