



**GET YOUR EAP FROM THE SOURCE.**

Dear Prospective Hosting Partner:

Thank you for your interest in hosting a seminar with Greg Kersten's O.K. Corral Series!

The O.K. Corral Series is designed to be the ultimate education in Equine Assisted Psychotherapy and Equine Assisted Learning and Wellness. Greg Kersten coined the term "Equine Assisted Psychotherapy" to describe the activities he was using with at-risk youth and criminal offenders as early as the 1980s. The field of Equine Assisted Psychotherapy has now become one of the most effective methods of helping hard-to-reach clients and successful short-term therapy worldwide. In recent years, Greg Kersten has created applications beyond clinical settings, and has developed new and innovative approaches for using horses in individual, family, and corporate wellness.

In the enclosed materials, we hope you will find everything you will need to be an "O.K." Host! If you have any questions or concerns, please contact us, and we will do our best to help. For 2010 we will continue to offer hosts a commission for their referred, full-pay/group rate/students rate participants, free admission for one host, and one free seminar "scholarship" once enrollment has reached ten registered participants (to be used by a person chosen by the host.)

Please bear in mind that hosting is a tremendous responsibility as well as a valuable opportunity. When you bring the O.K. Corral to your community, you have a chance to enhance your professional reputation. By hosting a quality seminar, you also contribute to the reputation of the O.K. Corral. We look forward to a positive experience working with you.

We appreciate your choice to become a leader in this exciting, life-changing arena, and if we can be of any help to you and your program succeed, please do not hesitate to call on us.

Sincerely,

Jennifer Kersten, M.Ed.

## **HOSTING DUTIES**

Following is an overview of responsibilities involved in hosting an O.K. Corral Certification Seminar. An asterisk indicates that there is more detailed information on the particular duty contained in the Hosting Information Packet.

- Provide an equestrian facility and equine helpers that meet minimum standards for hosting.\*
- Submit contact information (email or snail mail) for 50 potential participants to the O.K. Corral for marketing purposes.
- Fax or email local media outlets press releases announcing the event.\*
- Place the event information on any local event calendars, online listserves, etc.
- In all but the red seminar, arrange for an actual client/group to participate in The Real Deal activity.\*
- Provide coffee, bottled water, and soft drinks throughout the seminar.
- Arrange morning snacks and lunches within the allotted budget.\*
- Adhere to the hosting timeline, as far as submitting information to the O.K. Corral, as well as the local community.\*
- Place Greg Kersten and The O.K. Corral Series, LLC, and the rented facility as an additional insured (AI) on the host's liability insurance policy.

## **HOSTING PREFERENCE**

Once a prospective host has met the minimum hosting and facility requirements, priority is given to scheduling the seminars in the following order:

1. Previous hosts and facilities that have been rated "Outstanding" by seminar participants
2. Venues in underserved locations
3. Hosts who are certified O.K. Corral professionals
4. Hosts who are O.K. Corral members
5. General public



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**FAQ – FINANCIAL RESPONSIBILITIES**

Hosts often ask about the specifics described below. This list describes what the O.K. Corral does and does not typically pay for during the course of a seminar. There are often exceptions, but all exceptions should be cleared with the O.K. Corral prior to scheduling a seminar.

The O.K. Corral pays for

- In-house seminar marketing
- Host local marketing costs, if any (as pre-approved by the O.K. Corral)
- All trainer expenses
- Manuals and other participant materials
- One seminar attendance fee for the host
- Another seminar attendance fee for a person of the host's choosing once seminar attendance has reached ten people.
- Lunches, morning and afternoon snacks, drinks for seminar participants (up to \$15 per person per day)
- Certification and CEU certificates

The O.K. Corral does not pay for\*

- Booking deposit of \$500
- Use of a equestrian arena
- Use of horses, or their board
- Use of props for activities
- Lavatory facilities
- Attendance for people associated with the host or hosting program (other than described above)
- Registration/lunch tables
- Seating for participants

\*Any requests for reimbursement for these items need to be pre-approved by the O.K. Corral before scheduling a seminar.

## HOSTING FACILITY REQUIREMENTS

The O.K. Corral Series recognizes and appreciates that O.K. Corral members and certified practitioners are resourceful and creative with their programming. In many ways, the unique challenges of our personal facilities can prove to be advantageous in the therapeutic learning processes with our clients. Nevertheless, in an effort to standardize the certification experience for O.K. Corral Seminar participants, certain minimum requirements have been established for the 2010 seminar venues.

While this measure may preclude some from hosting seminars at their own homes and programs, we believe that the comfort and convenience of the approved locations will enhance the certification experience for new and returning participants alike.

### Equestrian Arena Requirements

- In areas where the seasonal average daily high temperature is below 60° F, an indoor equestrian arena is required.
- In areas where the seasonal average daily high temperature is above 60° F, a covered or indoor arena is required.
- Indoor or covered arena size should be at least 60' x 80'.
- Facility should be 60 miles or less from a commercial airport.
- Seminar seating for 20-25 people is required – bleachers may be used, or chairs may be provided or rented.
- A variety of EAP/EAL props on hand – including poles, jumps, buckets, hoops, mounting blocks, barrels, etc.

### Horse Requirements:

- For all seminars, at least three horses are required (any breed, size, age, degree of training).
- For seminars involving mounted activities, at least 4 horses are required – 3 of which can be mounted/rode bareback.

### Lunch/Break Area Requirements

- Several (at least 3) long rectangular tables for sign-in/registration, food placement, and participant lunch. (Counters and other flat spaces may take the place of some tables)
- Lunch/break seating for 20-25 people – arena chairs may be used if they can be carried back and forth between the break area and arena.

### Restroom Requirements

- Clean, well-maintained restrooms are required with at least one toilet for every ten people. Porta potties may be rented to meet this requirement.

### Other Animals

- We respectfully request that any animals other than the seminar horses be kept at a respectful distance from the seminar, its participants, the food, and the restrooms.



## O.K. SEMINAR CATERING

*An ideal luncheon might include one or more item from each column below:*

<u>A</u>	<u>B</u>	<u>C</u>
Salad:	Deli Trays	Brownies
Green tossed	(with Rolls	
Caesar	/Condiments)	Cookies
Spinach		
Pasta	Baked Pasta Dish	Pie
Potato		
Coleslaw	Enchiladas	Cake
Soup	Pizza – delivered	Ice Cream
		Novelties
Rolls	Spaghetti and	
	Meatballs	
Garlic Bread		
	Sliced Ham	
	Sliced Roast Beef	
	Deli Wraps	
	Mexican Bar	

A.M. Beverages: Coffee, Tea, Hot Chocolate, etc.

A.M. Snack Ideas: Fresh fruit/Muffins/Bagels/Donuts/Coffee Cake

P.M. Snack Ideas: Chips/Trail Mix/Mini Candy Bars/Cookies/Crackers

Bottled Water and Assorted Cold Drinks Should Be Available A.M. & P.M.

*Presentation counts! Tablecloths, quality papergoods, and appropriate serving dishes add some elegance to the equine setting!*

# O.K. Corral Host Catering Plan Worksheet

Please complete the catering plan below and submit to the O.K. Corral Series one month prior to your seminar. Some changes may be recommended or required by the O.K. Corral, so your flexibility is appreciated. If changes are made to the catering plan by the host after it has been submitted, please notify the O.K. Corral as soon as possible.

## Day One

<b>Morning Beverages</b>	
<b>Morning Snacks</b>	
<b>Lunch – Main Dish</b>	
<b>Lunch – Vegetarian Option</b>	
<b>Lunch – Side Dish(es)</b>	
<b>Lunch – Dessert</b>	
<b>Afternoon Snacks</b>	
<b>All-Day Beverages</b>	

## Day Two

<b>Morning Beverages</b>	
<b>Morning Snacks</b>	
<b>Lunch – Main Dish</b>	
<b>Lunch – Vegetarian Option</b>	
<b>Lunch – Side Dish(es)</b>	
<b>Lunch – Dessert</b>	
<b>Afternoon Snacks</b>	
<b>All-Day Beverages</b>	

### Day Three

<b>Morning Beverages</b>	
<b>Morning Snacks</b>	
<b>Lunch – Main Dish</b>	
<b>Lunch – Vegetarian Option</b>	
<b>Lunch – Side Dish(es)</b>	
<b>Lunch – Dessert</b>	
<b>Afternoon Snacks</b>	
<b>All-Day Beverages</b>	

## **O.K. Corral Host Catering Overview**

O.K. Corral Series Certification seminars can be emotionally intense for many participants. It is not unusual for seminar participants to leave the certification experience inspired but exhausted. For this reason, it is a goal to make the learning environment as comfortable as possible for seminar participants. Food plays a large part in comfort. A variety of plentiful, quality food is required to meet the standard of customer service the O.K. Corral has come to represent.

The seminar host is responsible for arranging food for the three-day seminar. This includes morning coffee, lunch, snacks throughout the day and plenty of bottled water and beverages. Hosts must submit all store or restaurant receipts for reimbursement, and hosts may be reimbursed for no more than \$45 per participant for the seminar.

The seminar host is asked to submit a catering plan to the O.K. Corral one month prior to the seminar. If any adjustments need to be made to the menus, hosts will be notified immediately. This will allow ample time for any changes to be made. Hosts will be informed of any participant dietary restrictions as soon as they are made known to the O.K. Corral. It is always wise to plan an option for vegetarian participants.



## O.K. SEMINAR – “THE REAL DEAL”

One of the most outstanding features of the O.K. Corral Seminar Series, is the opportunity for participants to observe and participate in activities with actual clients.

Hosts are responsible for scheduling appropriate clients for a brief 1-2 hour period during one day of the seminar (preferably 2<sup>nd</sup> or 3<sup>rd</sup> day). The type of clients you schedule depends largely on the seminar you are hosting. Please review the guidelines below, and don't hesitate to contact the O.K. Corral with any questions you may have.

### **Green Seminar Clients:**

Clients of any age currently in a program or treatment for behavioral issues or mental health issues, including addictions. May be groups or individuals. Please ensure that the client(s)' program counselor is able to attend along with the client(s). Often youth programs or group homes eagerly accept invitations to participate in these activities.

### **Blue Seminar Clients:**

Clients currently work together in any work setting. Business colleagues or members of a staff. While the focus is on teambuilding and communication, rather than therapy, clients should be over the age of 18.

### **Yellow Seminar Clients:**

Clients are involved in a family relationship. These clients may range from married couples to entire families, to parent-child, etc. Again the focus is on building on the families' strengths, learning, and cooperation. Healthy families are ideal clients, and the focus is on wellness rather than therapy.

### **Purple Seminar Clients:**

Because the purple seminar is a three-day internship, “The Real Deal” happens every day! Hosts are asked to find three to six groups with whom activities may be demonstrated and processed during the course of the seminar.

We may be able to help you find “Real Deal” clients – if you need assistance, just call the O.K. Corral!

Contact the O.K. Corral for Additional Suggestions or with any Questions!



## **O.K. SEMINAR PROFIT SHARING**

*Greg Kersten and the O.K. Corral Want You and Your Program to Profit from Your Hosting Experience!*

Step 1: After your event is scheduled, provide the O.K. Corral Series with contact information (names and addresses or email addresses) of at least 50 contacts – people you believe may be interested in your seminar. We will add these folks to our mail marketing.

Step 2: Spread the word about your O.K. Seminar! Ask people to tell us that you referred them.

Step 3: Each full-pay or group-rate (not a returning participant) person referred by you entitles you to a piece of the profit! Each full-pay or group-rate participant you refer who pays 2010 rates entitles you to a \$50 commission!

Step 4: The host is entitled to attend the seminar free of charge. Once enrollment has reached ten paid participants, the host is given one free “scholarship” attendance that the host may give to the person of his/her choice.

### The Fine Print

- ◆ *Host Profit is calculated two working days prior to the event.*
- ◆ *Late registrations or “walk-ins” are not considered for host profit, even if they are referred by the host or included on the host’s contact list.*
- ◆ *Referred participants must be paid in full prior to two working days before the event to be considered for host profit.*

## SAMPLE PRESS RELEASE



Dear Editor:

If you would like to pursue a story regarding the O.K. Corral, we would be happy to provide you with photos or interviews with founder and President, Greg Kersten. Please contact Greg Kersten at 1-866-391-OKOK or HOST NAME at HOST # for more information.

Sincerely,

Greg Kersten

### **For Immediate Release**

#### **CORRAL COMING TO MAKE HOST STATE "OKAY"**

The O.K. Corral is coming to CITY, STATE to present its equine-assisted certification seminar to the public DATE. The seminar will be hosted by HOST INFORMATION, and runs from 8-5 each day.

For over ten years, Greg Kersten, President of the O.K. Corral Series, has been certifying therapists and regular, everyday people to use horses in the fields of mental health and wellness. The seminar encourages attendees to look beyond horsemanship, irrational fears, and their own biases by promoting the use of astute observation, nonverbal communication, and good old common sense. The seminar also provides fun and insightful equine-assisted activities that can help to "Make Every Day O.K." in the lives of participants, or even start them on a new career path! What does it cost to be certified by the O.K. Corral? Lunches and materials are included in the price of \$625 for the three-day event.

The O.K. Corral Series provides workshops, resources, and information to practitioners of Equine Assisted Psychotherapy (EAP), Equine-Assisted Learning (EAL), and Equine-Assisted Wellness. The O.K. Corral typically travels to twenty-four different locations worldwide each year to certify folks in this innovative approach to wellness and mental health. For more information, contact the corral at 1-866-391-OKOK, or visit them on the web [www.okcorralseries.com](http://www.okcorralseries.com).

Photo samples available on request or on the website [www.okcorralseries.com](http://www.okcorralseries.com).

# Seminar Title



**Local Host:** Host(s) Name(s)  
Phone Number

**Location:** Facility Name, address, phone  
number

**Date & Time:** \_\_\_\_\_, 2010  
8:00-5:00 Each Day

## Accommodations:

- Hotel 1 – Address, Local Phone, Rate
- Hotel 2 - Address, Local Phone, Rate

## Directions to Hotels from Name of Airport (3 Letter Airport Code)

1. Type turn by turn directions and distances here (\_\_\_ miles)
- 2.
- 3.
- 4.
- 5.
- 6.

\_\_\_ miles | \_\_\_ minutes

## Directions from Hotels to Name of Facility

1. Turn by turn directions and distances here (\_\_\_ miles)
- 2.
- 3.

## Area Attractions

Names of places here

## *Seminar Data Sheet*

### **Dining Options**

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Names of Local “Recommendable” Restaurants here

### **Weather**

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High’s lows and precipitation. What type of facility will we be in?

### **What to Bring**

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- Layers of clothing
- Notebook/writing instrument
- Brochures for your services (if any)
- Business Cards (if any)
- Articles for submission to the Equine-Assisted Networker (if any)
- Camera



## O.K. SEMINAR HOSTING CHECKLIST

*Please Contact the O.K. Corral if You Are Unable to Provide the Following:*

### **Prior to Scheduling the Event:**

- \_\_\_\_\_ Confirm that hosting facility requirements will be met, read and verify that you can perform hosting duties.
- \_\_\_\_\_ Submit the Seminar Reservation Application with attachments and booking deposit.

*Upon receipt of the above information, the O.K. Corral Series will confirm, waitlist, or deny the hosting request by mail or email.*

### **Upon Scheduling the Event:**

- \_\_\_\_\_ Provide the O.K. Corral with logistical information by completing the Logistics Template with your specific information. The Logistics Template may be emailed to [admin@okcorralseries.com](mailto:admin@okcorralseries.com) (preferred), or snail mailed!

### **Three Months Prior to the Event:**

- \_\_\_\_\_ Send email or snail-mail contact information for about 50 Potential seminar participants to the O.K. Corral – this is where your commission comes from!

### **One Month Prior to the Event:**

- \_\_\_\_\_ Send press releases to local media – TV stations, newspapers, and radio stations. (Sample press release is attached – contact us if you would like more info., photos, or a digital version of the press release emailed to you.)
- \_\_\_\_\_ Mail or fax the Catering Plan Worksheet to the O.K. Corral.
- \_\_\_\_\_ For all but the red and purple seminars, make arrangements for “Real Deal” clients to attend 1-2 hours on one day of the seminar (preferably 2<sup>nd</sup> or 3<sup>rd</sup>).

\_\_\_\_\_ Fax/mail a copy of the host insurance policy with Greg Kersten and The O.K. Corral Series, LLC, and any rented facility listed as additional insureds.

**Two Weeks Prior to the Event:**

\_\_\_\_\_ Arrange catering and food for the event. The O.K. Corral will reimburse you up to \$15/person per day for catering (all receipts are required).