

E-Blast – Advertising as Centered Riding Instructors: What You Can and Cannot Say

“The ultimate goal of Centered Riding is not to be a discipline unto itself. It must go forward in its purest and least complicated form so it may be integrated into all disciplines of riding.”

Sally Swift

Introduction

Sally Swift’s dream was for Centered Riding® to reach riders, instructors and trainers in all equestrian disciplines, all around the world. Today, that vision is closer than ever to coming true. As Centered Riding (CR) instructors, you help to make that happen.

We live in a complex, changing and diverse world. CR instructors live and teach in many countries around the world. As Level I through Level IV instructors, teaching at our respective levels of certification, we play a vital role in advancing CR among equestrians around the globe.

When we teach and share Centered Riding principles and techniques with our students, we must do so according to the requirements, obligations and privileges of our particular CR certification level. These are detailed in the *Centered Riding Instructor Policies and Procedures (P&Ps)*, which is on the Centered Riding website. In particular, please read and ensure you understand Section 9, Instructor Privileges and Advertising. It is essential that you follow these requirements.

The capacity to teach CR clinics is a distinction that sets apart Level III and Level IV CR instructors from Level I and Level II CR instructors.

In some regions, there may be very few or no Level III and Level IV CR instructors available nearby. This means clinicians must travel there to teach clinics. This can add considerable expense to the cost of running clinics, which can lead to a shortage of CR clinics in that region. In turn, this can make it difficult for riders to participate in a CR clinic, and for existing CR instructors to train and upgrade, as CR instructors.

In such situations, Level I or Level II CR instructors may be tempted to conduct CR clinics, even though they are not qualified to do so. They may have the best of intentions, believing they are fulfilling a real need. However, the fact remains that they are neither qualified nor sanctioned to teach CR clinics.

When Level I and Level II instructors teach Centered Riding clinics or advertise that they can Centered Riding teach clinics, they undermine the privileges of those who have worked hard and qualified for higher Centered Riding level ratings. This is unfair and we take it very seriously.

If you have any questions, or are unsure about how to advertise, as a Centered Riding instructor, please feel free to contact any member of the CR Board of Trustees, any Level IV clinician or the chair of the Trademark Infringement Committee. They will be happy to help you.

In summary, only Level III and Level IV CR instructors are qualified to teach CR clinics. In particular, Level III instructors are qualified to teach open CR clinics. And Level IV instructors are qualified to teach CR instructor courses and instructor/clinician updates, as well as open CR clinics.

As detailed in the P&Ps (Section 9, Instructor Privileges and Advertising), all instructors must adhere to the requirements and responsibilities of their particular level. It is very important for CR instructors to advertise their lessons and clinics using the correct information, and not to “bend” the rules to suit a particular situation or to fill a perceived need.

In the following sections I to IV of this e-blast, we will provide information from the P&Ps on how to successfully teach and promote/advertise yourself within your level.

I. How to Correctly Advertise and Promote Yourself, as a Centered Riding Instructor

Advertising and promoting yourself as a CR Instructor can benefit you, your program and Centered Riding. As CR instructors, we all want to succeed and to gain more students. However, it is important that you know what you may and/or may not say in your advertising and promotional material.

As noted earlier, please read and familiarize yourself with the CR Policies & Procedures, Section 9, Instructor Privileges and Advertising. In particular, please note the section that applies to your level. Also read Section 10, on Centered Riding Advertising Policies.

II. The Correct Use of the Centered Riding Trademark and Logo

Centered Riding Inc. owns the name “Centered Riding®” and the Centered Riding Logo (shown at right). They are trademarked in the U.S.A., Canada, the European Union and other countries. They may only be used as authorized by Centered Riding Inc.



Centered Riding Inc. actively protects the use of the name and logo, and its trademark rights.

Things you should know about the Centered Riding Trademark and Logo:

- The Registered Trademark symbol ® should be included the first time the words “Centered Riding” appear in a document. It is not necessary to repeat the trademark symbol in every subsequent use of the term.
- *All currently certified Centered Riding instructors* may use the Centered Riding logo in their advertising, according to their level. However, if you allow your CR membership or your CR instructor certification to lapse, you must immediately stop advertising yourself as a Centered Riding instructor and you must remove the CR logo from your website.
- The CR Logo may be used on business cards, advertisements, farm signs, websites, and other promotional materials. *The CR Logo may not be used in clinic advertisements unless you are a Level III or a Level IV clinician.*
- *You may not modify the CR logo or incorporate it into your own or any other logo design.* Logo designs that too closely resemble the Centered Riding Logo violate our trademark and copyright, and also violate CR Policies & Procedures.
- Using the Centered Riding name and trademark correctly is important because it helps Centered Riding Inc. maintain our trademark rights.

Please take the time to read the Centered Riding Policies & Procedures, Section 9, on “Centered Riding Instructor Privileges and Advertising,” and Sections 10.1 and 10.2, on “Centered Riding Advertising Policies.”

As a Centered Riding instructor, you are required to be familiar with and to follow these requirements.

III. Describing Yourself as a Centered Riding Instructor—What you can and cannot say

When you advertise yourself as a Centered Riding instructor, you must know and understand what you can and cannot say. Improper advertising is a violation of CR Policies and Procedures, and can result in negative consequences, such as grievances, reprimands, denial of upgrades or loss of CR instructor privileges.

You should read and understand the sections of the Centered Riding Policies & Procedures that apply to instructor advertising for your level (Section 9 of the P&Ps). If someone else is advertising for you, you must check their advertising to be sure it is correct and in keeping with the CR P&Ps. It is your responsibility to ensure information about you is correct in advertising material.

All currently certified Centered Riding instructors, including Level I instructors, may use the following terms in their advertising:

- Certified Centered Riding® Instructor;
- Certified Centered Riding® Instructor, Level I (or Level II, III, IV, etc.);
- Certified as a Centered Riding® Instructor (Level I, or Level II, III, IV, etc.) on (specify the date you became certified);
- teaches Centered Riding® lessons or teaches “using Centered Riding® techniques;”
- teaches Centered Riding® as applied to (specify which equestrian disciplines);
- “Certified as a Centered Riding Instructor, Level I (or Level II, III, IV, etc.) on (specify the date you became certified) on your resume, curriculum vitae or list of credentials.

If you wish to explain Centered Riding or the work of Sally Swift, you may quote from the Centered Riding Brochure.

Some things you must not say or do in your advertising:

- You must not call yourself a “Sally Swift” instructor, or imply a personal endorsement by Sally Swift.
- You must not register a domain name or name a website, business or social media page that includes the words “Centered Riding” or “Sally Swift.” These terms may *only* be registered by Centered Riding Inc.
- You must not modify the Centered Riding Logo or incorporate it into your own logo design. This violates Centered Riding’s trademark and copyright.
- You must not advertise Centered Riding clinics, courses or workshops, or use the words “Centered Riding,” “Centered Riding instructor” or “Sally Swift” to promote clinics, courses or workshops you teach, *if you are not yet certified as a CR Level III clinician or higher.* (In the P&Ps, please see **Section 2: Types of Centered Riding Clinics** for more information on what you may and may not say when advertising clinics.)
- You must not advertise your facility as a “Center for Centered Riding” (or similar name) without first obtaining permission from the CR Board of Trustees.
- You must not continue to advertise using the words “Centered Riding” or use the CR Logo after your CR instructor certification and/or your CR membership have/has lapsed.
- You must not use copyrighted images or art without permission, including images from the CR website or Sally Swift’s books.

IV. Describing What You Teach (as a Centered Riding Instructor)

If you are a Level I Centered Riding instructor:

- *You may say* you are a “Centered Riding Instructor,” “Certified Centered Riding Instructor,” or “Certified Level I Centered Riding Instructor.”

- **You may say** you teach: “Centered Riding Lessons,” “Centered Riding Techniques,” or “Centered Riding as applied to (various disciplines).”
- **You must not** advertise or imply that you teach Centered Riding clinics, workshops, courses, demonstrations, seminars or lectures, even if you call them by another term. This means you may not use the words “Centered Riding” or “Sally Swift” in the title or description. You may not advertise yourself as a “Centered Riding Instructor” in connection with a clinic (workshop, etc.). You may list your Centered Riding Instructor Certification in your resume, curriculum vitae, biography or list of credentials. But you may **not** use your Level I certification to advertise or promote clinics, workshops, demonstrations, seminars, or lectures. You may advertise such programs under your own name or that of another organization (for example, “Jane Doe Clinic” or “XYZ Method Workshop”).
- **You may not** advertise “Jane Doe Clinic, Using Centered Riding Techniques” or “Clinic by Jane Doe, Centered Riding Instructor.”
- **You may not** advertise or present Centered Riding clinics, lectures, demonstrations or presentations to large groups in a formal setting, or at horse expos or similar events. You may assist a Level III or Level IV instructor/clinician in such presentations.

If you are a Level II Centered Riding Instructor:

- **You may say** you are a “Centered Riding Instructor,” “Certified Centered Riding Instructor,” or “Certified Level II Centered Riding Instructor.”
- **You may say** you teach: “Centered Riding Lessons,” “Centered Riding Techniques,” or “Centered Riding as applied to (various disciplines).”
- **You may teach and advertise** Centered Riding lessons, small-group Centered Riding lectures and demonstrations, and unmounted workshops. You may present Centered Riding Basics and concepts to an unmounted group, including educated horsepersons in an informal setting (such as 4-H horse clubs, Pony Clubs, local horse clubs) to a limited-size group (about 20 people).
- **You must not** advertise or imply that you teach Centered Riding clinics, workshops, courses, or seminars, even if you call them by another term. This means you may not use the words “Centered Riding” or “Sally Swift” in the title or description, and you may not advertise yourself as a “Centered Riding Instructor” in connection with a clinic (workshop, etc.). You may list your Centered Riding Instructor Certification in your resume, curriculum vitae, bio, or list of credentials. But you may not use your Level II certification to advertise or promote any clinics, workshops, demonstrations, seminars, or lectures you teach. You may advertise such programs under your own name or that of another organization (“Jane Doe Clinic” or “XYZ Method Workshop”).
- **You may not** advertise “Jane Doe Clinic, Using Centered Riding Techniques” or “Clinic by Jane Doe, Centered Riding Instructor.”

- ***You may not*** advertise or present Centered Riding clinics, lectures, demonstrations or presentations to large groups in a formal setting or at horse expos or similar events. You may assist a Level III or IV Instructor/Clinician in such presentations.

If you are a Level III Clinician:

- ***You may say*** “Centered Riding Instructor,” “Certified Centered Riding Instructor,” or “Certified Level III Centered Riding Instructor.”
- ***You may say*** you teach: “Centered Riding Lessons,” “Centered Riding Techniques,” or “Centered Riding as applied to (various disciplines).”
- ***You may teach and advertise*** Centered Riding Open Clinics, workshops, or seminars of any length, and you may give Centered Riding lectures and demonstrations.
- ***You must not teach or advertise*** Centered Riding Instructor Courses, Centered Riding Instructor Update Clinics or Centered Riding Advanced Clinics.
- ***You may not*** take Centered Riding Level IV Apprentices.

If you are a Level IV Apprentice:

- You have the same advertising rights and responsibilities as a Level III Clinician (see above.)

If you are a Level IV Clinician:

- ***You may teach and advertise*** that you are certified as a Level IV (Advanced) Centered Riding Clinician and that you teach Centered Riding Clinics, and Centered Riding Open and Advanced Clinics of any length.
- ***You may teach and advertise*** Centered Riding Instructor Courses and Instructor Update Clinics.
- ***You may*** take Centered Riding Level IV Apprentices.

A Note about Advertising

In a couple of weeks, we will send you another e-blast, to provide you with information on how you can correctly and effectively promote and advertise Centered Riding.

As we have stated in this e-blast, it is important for you to teach according to the requirements of your particular Centered Riding instructor level. Similarly, it is also important that you correctly advertise and promote yourself, as a Centered Riding instructor.

Advertising privileges vary for Centered Riding instructors, depending on your instructor level. Accurately and correctly advertising and promoting yourself as a CR instructor can benefit you, your program and Centered Riding. We want CR instructors to succeed and to gain more students. However, you must know and understand what you may and/or may not say in your advertising and promotional material.

It is important for you to remember that improper advertising and/or teaching outside of one's certification level are violations of Centered Riding Policies and Procedures. As noted earlier, such violations can result in grievances, reprimands, denials of upgrades or even loss of Centered Riding instructor privileges. It also reflects poorly on you as an instructor, and Centered Riding, as a respected international, non-profit, educational organization.

Again, you must familiarize yourself with the Centered Riding Policies and Procedures, and remain true to the requirements of your CR instructor level.

To help you with advertising, through the Centered Riding Office, instructors can obtain the CR brochure. It can be a useful advertising aid. The brochure explains what CR is, who Sally Swift was, the Basics of CR, and how CR can benefit riders, instructors and trainers in all disciplines.

You can adapt the CR brochure for your own use, adding your own contact information and printing it for distribution to your students and others. You may also quote the information from the CR brochure, and use it on your website and in your advertising. The CR brochure has been translated from English into German; it may soon be available in other languages, as well. We encourage you to use it.

As noted earlier, please read and familiarize yourself with the CR Policies & Procedures, especially Section 9, Instructor Privileges and Advertising, noting in particular the section that applies to your level. Also read Section 10, on Centered Riding Advertising Policies. It is important for you to know how to correctly and legally use, display and refer to the CR Trademark and Logo.

Conclusion

Only by working together and adhering to the requirements of our Centered Riding instructor level, can we successfully advance Centered Riding across the world. In this way, we will maintain both the spirit and intent of Sally Swift, as our teacher, mentor and role model, as well as our obligations, as Centered Riding instructors.

If you have any questions, concerns or suggestions, please do not hesitate to contact any member of the Centered Riding Board of Trustees and/or the Centered Riding Office.

Centered Riding Board of Trustees

Dieses Dokument ist in Deutsch erhältlich.