

SERIES FEATURE

# LESSONS *on lessons*



WITH JULIE DANIEL

Julie Daniel, founder of Daniel Training Center, Apex Riding Academy, and Silver Stirrup Foundation (a registered 501(c)(3)) has positioned herself and her team, including Kasey Moffat and Lauren Stephenson, to be top-of-mind when someone mentions equine lesson programs. Apex Riding Academy, which was founded in 2015 uses retired show horses to give dozens of lessons each week at her Scottsdale, AZ based facility.

As concern grows about the decline of participation in our competitive Arabian horse sport, natural questions like ‘how do we get more people involved in our breed?’ arise. One way to get more people involved is to make the Arabian horse attainable through lesson programs and academy shows. Daniel – who was the first person to integrate Academy classes into an Arabian horse show – has seen such massive success with her riding academy, that the signature publication for the Arabian horse, *Arabian Horse Times*, requested a special series on her efforts.

Daniel has been involved with Arabians for more than three decades. She has had a career full of twists, turns and redirection, but has now found herself with a system that allows her riders to compete on the highest of levels, engages new people with our breed, and lets her utilize her business acumen in strategic ways.

Through this multi-part series, Julie hopes to share her expertise on Lesson Programs and their benefit to the breed and its continued success.

The series begins with AHT’s recent podcast featuring Julie and Lynn Almond of Bay Area Equestrian Center on their lesson programs. Join us as we look for ways for all to participate in bringing in new enthusiasts to enjoy the Arabian horse we love so much and insure its future in this ever-changing world.



*Scan to view AHT’s Lesson Program podcast with Lynn Almond/  
Bay Area Equestrian Center & Julie Daniel/Daniel Training Center.*