



FOR IMMEDIATE RELEASE:

Media Contact:

Carrie Wirth

EQ Media

(612) 209-0310

carrie@EQmedia.agency

**JIM MASTERSON TO JOIN NEUROPSYCHOLOGIST
DR. STEPHEN PETERS AND MARK RASHID FOR A SEMINAR –
YOUR HORSE’S BRAIN: A USER’S MANUAL**

Fairfield, Iowa, – June 21, 2019 – Jim Masterson, founder of The Masterson Method®, will join forces with equine clinician and author Mark Rashid and neuropsychologist Dr. Stephen Peters, for a two-day seminar, “Your Horse’s Brain: A User’s Manual” at Happy Dog Ranch in Littleton, Colorado, July 6-7.

Peters is the co-author of “Evidence-Based Horsemanship,” a book that focuses on the horse’s brain and the science behind how they think, feel and process the world around them.

“A few years ago, I read “Evidence-Based Horsemanship” and have been intrigued by it ever since,” Masterson said. “I’ve always been interested in how the horse’s nervous system works. The Masterson Method works with the horse’s nervous system to release tension. Now we can learn about that connection from someone who’s done the scientific research.”

Rashid is an internationally acclaimed horse trainer and clinician with many popular books to his credit, including, “Considering the Horse” and “Horses Never Lie.” He is known for his ability to his focus on understanding the horse to solve training challenges.

Masterson is the author of “Beyond Horse Massage,” “The Dressage Horse Optimized” and the producer of many Masterson Method instructional videos. He was the official equine massage therapist for the 2006 -2014 United States Equestrian Team (USET) Endurance Team, and for clientele competing in FEI World Cup, Pan Amand World Equestrian Games. He has worked with members of the USET Singles Driving Team and members of the USET Jumping Team.

Masterson is a featured presenter at Equitana in Australia and Europe, Equine Affaire, Western States Expo, Midwest Horse Fair, Your Horse Live in the UK and more. The Masterson Method has a network of hundreds of practitioners, coaches



and instructors in the U.S., Europe, Africa, the Middle East, Asia, New Zealand and Australia.

Masterson and Rashid will add their perspectives how bodywork and training intersect with the latest brain science and how we can use all three perspectives to understand and deepen the relationship with our horses.

This two day seminar is tailored for horse people who are seeking to expand their knowledge of horses, and will include a lecture segment, practical demonstrations, an equine brain dissection and a round table discussion with Peters, Masterson and Rashid.

ABOUT DR. STEPHEN PETERS, PSY.D., ABN, DIPLOMATE IN NEUROPSYCHOLOGY

Dr. Stephen Peters is a clinical neuropsychologist and co-author of the book "Evidence-Based Horsemanship." Evidence-Based Horsemanship is based on the scientist-practitioner model of assessing and integrating scientific findings to inform decisions and create best practices in all areas of horse training and care. The model is based on empirical outcomes. It was developed out of a collaboration between his co-author and renowned horse trainer Martin Black.

[LEARN MORE](#)

ABOUT MARK RASHID

Mark Rashid is an internationally known author and horseman known for his ability to understand the horse's point of view and solve difficult problems with communication rather than force. He is the author of 14 books including, "Considering the Horse," "Horses Never Lie," "Life Lessons from a Ranch Horse," "Horsemanship Through Life," "Whole Heart, Whole Horse," "Journey to Softness," and "Finding The Missed Path," as well as a novel, "Out of the Wild." He also has two music CD's: Song of the Prairie and Making Good Time, recorded with Brad Fitch. [LEARN MORE](#)

ABOUT THE MASTERSON METHOD

The Masterson Method was developed by Jim Masterson after many years as a professional equine bodyworker. It is an interactive approach to equine massage in which the horse is an active participant. The practitioner learns to recognize and use the responses of the horse to their touch. Through the horse's response, the practitioner is able to locate and relieve tension in key junctions of the horse's body that most affect performance. It is something done *with* the horse, rather than *to* the horse.

Anyone can learn The Masterson Method. For horse owners, horse caregivers and equestrians, The Masterson Method can deepen the bond between horse and human. It is a significant way to improve performance, open new levels of communication and develop the horse's trust.

12709 Quercus Lane | Wellington, Florida 33414 | 612-209-0310

EQmedia.agency | info@EQmedia.agency



Countless testimonials tell the stories of horses and humans that have been forever transformed for the better by The Masterson Method. Read Masterson Method participants' testimonials [here](#).

For more information visit MastersonMethod.com.