

# The Value of an AARS® Membership



At the AARS® it's all about customer service - for you and for your customers. As a member of the American Association of Riding Schools®, your stable will have access to a **national ribbon and certificate reward system** for your customers. Such systems are usually reserved for members of breed association youth clubs and are limited in their scope. The AARS® is the only program in the nation to *specifically* develop tangible rewards for non-horse-owners.

You also gain access to an **extensive free download library** of well-organized classroom and business management documents and materials. Again, all classroom materials are developed specifically for the new-horse-owning and non-horse-owning novice rider. These materials are bright, friendly, and easy to understand. They encourage conversation between instructor and rider *without* infringing on the instructor's personal teaching style. The business management documents are specific to riding schools and do not include extra baggage that is unnecessary or confusing. These classroom and business management materials are supported by an approximately **250-page on-line learning library** that is the backbone of the American Association of Riding Schools®. Topics included in the learning library are listed at the end of this document.

In addition to the free download library, you will have access to a **riding instructors' general store** where you will find affordable (and mandatory) AARS® junior and senior rider program outlines (in booklet form) to accompany the (also mandatory) AARS® ribbons and certificates. You will also find discounts on a wide variety of commercially available teaching, marketing, and customer service products.

You will have access to (and have the ability to contribute to) a **best practices guide** for offering novice level lessons and operating a small stable business.

You will receive **rebates on AARS® logo products purchased by your customers**. These rebates can easily amount to more than you pay for your annual AARS® membership, program booklets, ribbons, and certificates. You can also order your own stable logo wear and promotional products through the AARS®.

Finally, you will receive **personal counseling via e-mail** to assist in finding resolutions to your small business problems. All this, for a one-time initiation fee of \$300 and an annual membership fee of \$100. With regard to mandatory AARS® purchases, the cost of the two program booklets for senior riders is \$5 each, and the cost of the one program booklet for junior riders is \$5. The cost of a ribbon or a certificate for a senior rider is \$5; and the cost of a ribbon/certificate combination for a junior rider is \$5. If we sat down and did the math, this would amount to less than \$2 a lesson. An amazingly small fee for an amazingly comprehensive customer service program.

This is what you will **not** receive from the AARS®. You will not receive horse handling competence; you need to show through the application process that you are a competent horse handler. You will not receive the desire to work with people; good customer service has to come from your heart. And, you will not receive personal ambition; that has to be born into you. But, if you bring these traits with you, and if your personal habits are conducive to success, then the American Association of Riding Schools® can offer you the tangible tools to help make your novice level riding lesson program profitable and rewarding. E-mail us today to receive your application for membership.

## Learning Library Topics

Making money work for you ~ What makes an AARS® stable so special ~ Developing operating standards for your business ~ Advertising your novice level riding lesson business ~ Communicating with potential customers ~ Delivering the AARS® junior and senior lesson programs ~ Garnering additional income from current customers ~ Offering an outstanding pony program for riders too young for lessons ~ Offering a one-day program for riders not interested in lessons ~ Working with the Girl Scouts ~ Gifts, parties, and one-time riders ~ Classroom and business record keeping ~ Managing income, expenses, cash-flow, and taxes ~ Hiring, training, rewarding, and firing employees ~ Caring for yourself and your family