

Exceptional Equestrians

Many companies attempt to do the best for their consumers. However, none do this as greatly as Exceptional Equestrians, a non-profit organization located in De Pere, WI that specializes in a special therapy that utilizes horses. Their website gives more information about the organization, such as how it was founded in 1999 by Lisa Kafka, a pediatric occupational therapist, to help individuals with their health and development. Additionally, they also help to encourage the improvement of one's communication skills, self-esteem, and functional skills, alongside helping with one's integration within their community. Their therapeutic center offers their clients many great things to their clients in the hopes that it will benefit them in great ways. The work that is done by Kafka and the other employees is a great help to many people and is something that is very unique when compared to other forms of therapy.

With over twenty-five years of experience, Exceptional Equestrians includes many beneficial offers to their clients, all mentioned on their website. One of these offers include a variety of equine assisted therapies, which allow them to be flexible with a large group of people with different abilities. Other things that are offered in their therapeutic center include a safe and prepared environment, an analysis of one's gait and posture as a measure of progress, trained horses for their clients, and a local collaboration with a pediatric therapy clinic. Furthermore, they are the only therapeutic center that is north of Milwaukee, WI that meets specific standards. One of these standards they meet is them having a professional equine specialist, who has a degree in equine science, work directly with the horses to ensure that they are ready to help all of their clients. Other standards that they meet include being a PATH center member, PATH being the Professional Association of Therapeutic Horsemanship, alongside having their staff be

certified in the PATH and the American Hippotherapy Association, also referred to as the AHA (Exceptional Equestrians).

Throughout their website and their social media platforms, they appear to showcase a few specific styles of voice. Although their social media profiles have seemingly been unused or inactive since August of 2018, with the exception of their Facebook account, the type of voices they use is very clear. Firstly, they sometimes use a functional voice, shown throughout a few of their social media posts as they attempt to promote their events where they can get financial support from their supporters and clients, such as their recent ping-pong tournament event at Paradise North Distillery in Green Bay, WI. Their attempts to use a functional voice are seen to primarily be associated with their fundraising, which is fitting for this style of voice due to its intentions to plan and reach a goal, this can also be the case for their posts about their clients reaching certain goals, such as their post where they honor one of their clients for being the recipient of the PATH International's 2021 Rider of the Year award.

On their social media profiles and their website, they use an expressive voice, especially on their staff information page, where they talk about the staff members and their interests, rather than just portraying them as regular nine to five staff workers. This is also shown by their Facebook posts, where they usually will share certain accomplishments or will send specialized holiday posts for Christmas and St. Patrick's Day. They appear to try to be very personal in their posts to showcase how they can have a positive impact on their clients. This can also show how they attempt to make a positive connection with their clients and how they want to benefit them in the best ways possible. Additionally, their efforts at creating a connection with their clients over social media can also showcase a genuine voice, especially with the warm and inviting way they promote themselves to their clients over social media. They also carry this style of voice

over to their website, as they attempt to be as genuine as possible with their clients about their equine assisted therapies and the benefits that come with them. Overall, they seem to utilize the expressive and genuine voice styles the most in their attempts to connect with their clients.

Exceptional Equestrians seem to have a specific target audience, and it can become very clear once research is done on their center. Their target audience is very apparent through their mission statement, shown on their website, which says that their mission is “To better the lives of people of all abilities through the healing power of horses.” (*Exceptional Equestrians*). Many could initially believe that their target audience would be appealing to those who are differently abled in both developmental and physical means, due to the specifics they have for eligibility requirements and benefits of each therapeutic opportunity. However, while their website does address that equine assisted therapies can have many benefits, they mention that it can also benefit corporate and peer groups to work on their communication skills as well as to bond with one another.

There are obvious benefits that everyone can receive from equine assisted therapies, such as an improved self-esteem and improved communication skills. However, although it is available to everyone, one could still make a case for how they appeal to those who are differently abled physically or developmentally. This is shown by how they mention that “...our team works with a multitude of diagnosis including Anxiety, Cerebral Palsy, Depression, Down Syndrome, Spina Bifida, Sensory Processing Disorder, Autism, ADHD and many others.” (*Exceptional Equestrians*). Their website seems to put a bit of an emphasis on how people who are physically or developmentally differently abled can highly benefit from their equine assisted therapies. This can also showcase into some of the demographics of their clients, as they mention on multiple occasions on their website about their therapies benefitting people who are

differently abled. Although there is not much additional information about the demographics of their clients, there are specifics of the age groups of their clients, as they mention that the age requirement of their hippotherapy treatment only being available to people who are two years of age or older.

In conclusion, Exceptional Equestrians does many great things for many people. The benefits that come from their equine assisted therapies can do wonders for many people of many abilities to achieve their fullest potential. The styles of voice they utilize throughout their website and social media platforms to connect with their clients is something that seems to be helpful in their attempts to support their clients. Exceptional Equestrians is an interesting nonprofit organization that continues to support many people with their unique equine assisted treatments. Their high regards for their clients and their progress is something that is as admirable to many people as it is beneficial to every client they help.

References

Exceptional equestrians: Home. Exceptional Equestrians |. (2022, March 9). Retrieved March 19, 2022, from <https://exceptionalequestrians.org/#>