

## What is Expected of Herd 2 Human Certified Instructors?

Before committing to certification school, each applicant must understand that:

It is Willowbend Farm's goal to train others to become Herd 2 Human instructors, and at the same time, maintain the design and process of sharing Herd 2 Human in the same or very similar way proven successful over the years.

In order to maintain originality and continuity in the practice of Herd 2 Human, once certified to instruct Herd 2 Human programs, all instructors will be required to enter into an agreement with Willowbend Farm, Inc. providing an understanding for instructor practice, obligations, limitations, and expectations. The agreement between Willowbend Farm, Inc. and Herd 2 Human instructors will include, but is not limited to, the following:

- Certified instructors will operate their own business independent of Willowbend Farm, Inc.
- Certified instructors will comply with the curriculum requirements.
- Each Herd 2 Human practitioner will maintain state approved professional liability insurance naming Willowbend Farm, Inc. as an additional insured.
- Certified instructors will strictly adhere to the methods and philosophies of Herd 2 Human as it is designed.
- No changes or alterations will be made to the design or the way Herd 2 Human is taught by any person without express written authorization by a master instructor.
- Certified instructors will not promote any political or religious preferences.
- Certified instructors will not produce or publish written material or media, advertising or presenting Herd 2 Human, that is not authorized by Willowbend Farm, Inc.
- No Herd 2 Human certified instructor, or instructor trainee, will use any part or aspect of the Herd 2 Human program gained from Willowbend Farm, Inc. to develop their own program or assist others with developing a program to compete with or emulate Herd 2 Human for at least 5 years after receiving training in or practicing as a Herd 2 Human instructor.
- There will be no exclusive territories granted for a specific Herd 2 Human practice. Willowbend Farm, Inc. will geographically regulate the number of certified instructors providing service, to prevent oversaturating communities with instructors or interfere with existing quality programs.
- Willowbend Farm, Inc. maintains exclusive right to resolve, arbitrate, or remedy any complaints or corrections of instructors.

- All Herd 2 Human instructors, assistants, or volunteers shall maintain the highest level of integrity, honesty, and moral turpitude at all times.
- Instructor certification requires annual renewal to continue practice. Any more than 2 years without renewal will require a recertification course.
- All instructors are required to obtain at least 20 credits of continuing education each year to maintain certification.

**The certified instructor can expect:**

- To receive continuing informational support and training from Willowbend Farm, Inc. as it is available.
- Project support from Horsepower, Inc.
- Annual training support session for continuing ed.
- Access to program materials (sold to instructors at cost).
- Periodic on-site support from Willowbend Farm, Inc.
- Advertisement on Willowbend Farm's website and other promotional media and material.