Bio

Sandra Poppema is passionate about helping horses and enhancing horse-human relationships. Sandra has a Bachelor of science in Animal Management. She founded her company HippoLogic in 1996 and has been helping equestriennes enhance their bond with their horses ever since.

After her bachelor, she started as a riding instructor and offered private lessons and clinics in The Netherlands, Europe. She discovered that many riding related issues were bases on misconceptions, and miscommunication between horse and rider.

Sandra shifted her focus to improving the human-horse relationship by teaching horse owners how horses learn best. She abandoned traditional training and started teaching force-free training methods and horse friendly riding techniques, like Centered Riding.

In 2009 Sandra got an untouched horse that was born in a nature reserve. With her unique approach, she managed to tame and train Kyra in only 3 weeks with positive reinforcement. Kyra changed from a wild horse, fearing all humans and everything in the human world, to a trustworthy friendly horse that seeks out human contact.

She turned her Dutch blog that she started as her online training logbook about taming her horse, into an English blog about clicker training horses to help spread the word about equine clicker training. In 2018 her blog got awarded by Feedspot as Top 75 Horse Blogs on the Internet.

The process of taming a feral horse with clicker training led to developing her unique training system, based on positive reinforcement. She started to teach equestrians all over the world her method. In order to help more equestriennes, she developed an online home study program *Clicker Training Mastery* that is available on her website. In 2017 she started an online community, now known as the HippoLogic Clicker Training Academy. The Academy connects clicker trainers and has members from countries aal over the world and offers ongoing coaching. She's known for her personal positive feedback to each member.

Sandra emigrated in 2012 with her husband, their one-year-old son, two cats and Kyra to Vancouver, Canada. She started to reconnect with her former clients in Belgium and The Netherlands and her online clicker coaching business was born.

Sandra is now a renowned speaker, clinician, international horse trainer and clicker coach.

She's been a speaker at the Mane Event, Canada's largest horse expo, Clicker Conference 2.0 in The Netherlands, The Art of The Horseman an online Horse Fair, the online Horsemanship Summit from the award-winning film studio of Grey Pony Films, Back Country Horsemen of BC and at the BC SPCA in Canada. In the collaboration with the BC SPCA she rehabilitated many horses and other farm animals with clicker training. She also trains animals with clicker training in non-profit organisations like the Llama Sanctuary Canada and The Turtle Valley Donkey Refuge Society.

Sandra has been featured in European and North-American horse and pet magazines and on well-known equestrian websites: Horse Illustrated, Bit Magazine, Saddle Up, Rider Fitness Magazine, Pet Connection, Horse Rookie, HayNet, Horse In Mind and Paard & Lifestyle just to name a few.

She's been a guest on Tracy Malone's podcast *Come Along for The Ride*, Teresa Rich from *Reflexology UK* has interviewed Sandra six times and in 2020 Sandra was interviewed for the *Dutch Radio in Canada* by Harma Volders about her company HippoLogic.

Vision HippoLogic Clicker Training Academy

To create affordable and professional online support for compassionate horse owners all over the world, **so they get the relationship with their horses they dream** of, and **feel safe and confident around their horses so they can enjoy their horse more.** This is accomplished by offering positive reinforcement solutions in the form of coaching, courses and clinics.

Contact

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