



The Whole Picture
equine photography, journalism & design

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Education:

- E. W. Scripps School of Journalism at Ohio University, Athens, Ohio—M.S. in journalism (magazine, graphic design and photo-editing coursework), 2002
- Ohio Wesleyan University, Delaware, Ohio—B.A. cum laude in English (education license), 1998
- Brain Gym® licensed instructor and presenter (www.braingym.org), 2003
- NARHA® registered riding instructor (www.narha.org), 2006

Short Bio:

- Nyland is a licensed teacher, NARHA registered instructor and Brain Gym® instructor/consultant. She is also a photographer, journalist and designer through her Whole Picture marketing work—specializing in assisting equine-related and other small businesses present a professional look and reach their desired audiences. Her work can be seen in *Western Horseman*, *Horse & Rider*, and most often in *The Trail Rider*. She is an author of *Western Horseman Legends VI* and author and photographer of *Western Horseman's Understanding Lameness with Terry Swanson*. She was a photographer for *The Revolution in Horsemanship* and many Cosequin product labels. Her photos have made the cover of books and over 8 national magazines including *America's Horse*, *The Trail Rider* and the program for Road to the Horse.

Nyland began riding horses at age 5 and continued to ride and show in college—studying with champion trainer Terry Myers while riding with the Ohio Wesleyan University Equestrian Team and coaching her same collegiate team as she attended journalism graduate school at Ohio University.

Now, Nyland continues to write about and photograph horses (and people). She works with internationally known natural horsemanship trainer Julie Goodnight, producing the television program, *Horse Master*, which airs weekly on RFD-TV. Nyland coordinates and directs 24 shows per year.

She also teaches riding with a focus on reducing stress to improve riding goals. Understanding reflexes (movements that are automatic responses during stress) and emphasizing calm, cooperative riding makes Nyland's work with riders stand apart. She has presented Brain Gym and riding seminars at Equine Affaire, the Rocky Mountain Horse Expo and at the American Youth Horse Council Symposium.

Professional Journalism Experience:

- Owner: The Whole Picture—Photography, Journalism, Web Design, and Public Relations for the equine industry and beyond, Longmont, Colorado—1998 to present
- Producer/Director and Marketing Director: Horse Master with Julie Goodnight, RFD-TV show and Goodnight Training Stables—2007 to present
- Contributor, Belvoir Publications: *John Lyons' Perfect Horse*, *The Trail Rider*—2003 to present
- Contributor, Morris Publications: *Western Horseman*, *Equestrian Retailer*, *Equine Veterinary Management*, and *Western Horseman Books*, Colorado Springs, Colorado—2004 to 2009
- Assistant Editor, *Horse & Rider*, Golden, Colorado—2001 to 2003
- Assistant Manager, Cord Camera, Columbus, Ohio—1995 to 2001

Leadership/ Teaching Experience:

- Journalism Instructor, Colorado State University, Fort Collins, Colorado—2003 to 2004
- Brain Gym Presenter with Workshops at: International Neurokinesiology Institute Children's Camp—Warsaw, Poland; Equine Affaire—Columbus, Ohio; American Youth Horse Council Symposium—Penn State; Rocky Mountain Horse Expo—Denver, Colorado—2003 to present
- 4-H Advisor/Riding Coach, Jefferson County, Colorado—2002 to 2005
- Assistant Coach, Ohio Wesleyan Equestrian Team, Delaware, Ohio—1998 to 2001
- Graduate Department Assistant, Ohio University, Athens, Ohio—1999 to 2001
- Ethics Teaching Assistant, E.W. Scripps School of Journalism, Ohio University, Athens, Ohio—2000
- Student Assistant and Aid for the Grammar Hotline, Writing Resource Center, Ohio Wesleyan University, Delaware, Ohio—1994 to 1998
- Fellowship of Christian Athletes, Ohio Wesleyan University, Delaware, Ohio—1994 to 1998
- 4-H State Leadership Camp Counselor, Camp Ohio, Utica, Ohio—1996 to 1999
- Student Teacher for high school creative writing and AP English classes, Worthington Kilbourne High School, Worthington, Ohio—1998

Publications:

- *Understanding Lameness*. Nyland, Heidi, Terry Swanson, DVM. Western Horseman Books (2009).
- *Breed for Success*. Riley, Rene, Honi Roberts. Photos by Heidi Nyland. The Lyons Press (2005).
- *Western Horseman Legends Volume 6*. Campbell, Patti, Sally Harrison, Frank Holmes, Glory Ann Kurtz, Cheryl Magoteaux, Heidi Nyland, Bev Pechan, Juli S. Thorson. Western Horseman (2004).
- *The Revolution in Horsemanship and What it Means to Mankind*. Lamb, Rick, Robert M. Miller. Photos by Heidi Nyland. The Lyons Press (2004).
- "The Character of Web Sites Sponsored by Trade and Consumer Magazines." Bernt, Joseph, Rebecca Lyons, Jim Mack, Heidi Nyland, and T. Wayne Waters (1999). Paper presented to "Media in the New Millennium: Technology, Images, Issues," a Mid-Year Conference for the Association for Education in Journalism and Mass Communication, Denver, Colorado, February 2000.
- American Journalism History Association's *American Journalism Book Reviews Index*. Nyland, Heidi, David Sloan and Patrick Washburn (2000). Available Online: ajha.org.

Honors/ Professional Associations:

- Aegis Award for outstanding broadcast—2008
- Telly Award for outstanding broadcast—2008, 2009
- Aim Award for fashion photography—2007
- Edu-K/ Brain Gym Member—2003 to present
- Equine Photographers' Network Member—2002 to present
- American Horse Publications Member—1998 to present
- E. W. Scripps School of Journalism Outstanding Master's Student—2000
- Kappa Tau Alpha, Journalism Honorary, Ohio University—2000
- Ohio Wesleyan Education Department Most Promising Educator—1998
- Sigma Tau Delta, English Honorary, Ohio Wesleyan—1997
- Kappa Delta Pi, Education Honorary, Ohio Wesleyan—1997
- Omicron Delta Kappa, Leadership Honorary, Ohio Wesleyan—1997
- Battelle Research Institute Scholar—1994 to 1998

References:

- Promptly available upon request.