



AHP For the record

An association newsletter for members of American Horse Publications

Fall 2003

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AHP For the record
Chris Brune, Editor
Barrie Reightler, Design

Nominate visionaries in the equine industry for 2004

January 15, 2004 is the deadline date for nominations for the annual Equine Industry Vision Award, which will be presented at the AHP Annual Seminar in Lexington, Kentucky, on June 11, 2004. Pfizer Animal Health sponsors the award in partnership with American Horse Publications. Candidates may be considered for a single outstanding visionary achievement or for sustained outstanding contribu-

tions that have made a profound impact on the equine industry. Anyone is eligible to be nominated, or to nominate an individual or organization for the award. To request a nomination ballot for the 2004 award, please contact Chris at 386-760-7743 or e-mail AHorsePubs@aol.com. Nomination information is also available at the AHP website at www.americanhorsepubs.org.

Mark your 2004 calendar for the Red, White, and Bluegrass Seminar in Lexington, Kentucky

An online poll survey at the AHP website decided that the name of the 2004 seminar in Lexington, Kentucky will be Red, White, and Bluegrass. AHP received so many suggestions that the AHP Board Members were asked to vote for their favorites and the field was narrowed down to three. Members were asked to vote online for their favorite name for the 2004 Lexington Seminar with the following results:

- ◆ Red, White and Bluegrass (46.34%)
- ◆ Run For The Roses (34.15%)
- ◆ My Old Kentucky Home (19.51%)

Pamela Cummings, United States Polo Association, Lexington, Kentucky sent in the winning name, Red, White and Bluegrass. Thanks to all the other AHP members who responded with their suggested names: Lua Southard, Lillian Shupe, Dean Hoffman, Natasha

Wieschenberg, Jennifer Bryant, Jackie Freundlich, Sushil Wenholz, Robert Bolson, Barbara Carroll, Charlotte Kneeland, Rudi Groothedde, Shaneen Kohler, Tess Vanattia, Patricia Lasko, Paul Wahl, and Brian Sosby.

The 2004 American Horse Publications annual seminar is scheduled for June 10-12 at the Marriott's Griffin Gate Resort in Lexington, Kentucky. The hotel is set in the rolling green meadows of Kentucky's horse country and within 15 minutes of the Lexington Bluegrass Airport and approximately one-hour's drive from Cincinnati and Louisville. The hotel offers complimentary shuttle from the Lexington airport and complimentary onsite parking. Hotel amenities and services include: full business center, Hertz rental car desk, four restaurants and lounge, indoor and outdoor pool, health club, whirlpool,

continued on page 3

Seattle, Washington selected site for 2005 seminar

by Chris Brune

In October, I traveled to the Northwest on a mission to locate a site for the AHP seminar scheduled for June 9-11, 2005. It has been over 13 years since I first visited Seattle for the AHP winter seminar in 1990. I was the AHP President at the time and the group was significantly smaller compared to current attendance at our summer meetings. Based on an online poll of 100 AHP members, I knew that the task was going to be challenging. The poll had asked members to select “what is the most important factor in a hotel location?” and the results were as follows: Room rate, 46%; Nearby activities, 44%; Distance to airport, 10%. In Seattle, nearby activities meant being downtown and downtown hotel rates are considerably higher than at the airport properties. Add to the mix that AHP’s meeting facility needs are very specific and I knew I had my work cut out for me.

As my plane descended on SeaTac Airport through a solid cloud cover, I left behind sunny blue skies and breathtaking views of Mount Rainier. The day before, Seattle had received an unusual steady downpour that resulted in record rainfall and a lot of head shaking from long time Seattle residents, who fondly refer to the city as the “Rainy City.” Interestingly, Seattle does not lead U.S. cities in annual rainfall—that’s a rumor perpetuated by wily residents. At 37 inches per year, it’s less than Miami, New York, Atlanta and Boston. It isn’t the amount of rain that is the problem, but rather the number of rainy or cloudy days, which far outnumber those of any of those rainy eastern cities. Anyone who has ever visited Seattle knows that it does rain, and often, but it’s usually a mixture of drizzle and mist, known as “mizzle.” Most of Seattle’s rain falls between September and April, so AHP attendees can expect an average nine days of rain and less than two inches of rainfall during June. Let’s hope that our seminar doesn’t fall on any of those nine days, but pack an umbrella just in case. Summer temperatures can drop to the 50s at night and rarely climb above the low 80s during the daytime, and it will be light until 10 p.m. in June.

Five properties were on my site visit list and that meant I would be hotel hopping, spending one night at each. I felt a little bit like Samantha Brown from The Travel Channel show, “Great Hotels.” Three were located downtown, two at the airport. In addition to evaluating the sleeping rooms and meeting facilities, I needed to check out transportation options. SeaTac Airport is served by about 30 airlines. The major carriers include Alaska Airlines; American Airlines; America West; Continental; Delta; Frontier; Horizon Air; Northwest; Southwest; TWA; United and Shuttle by United; and US Airways. Airport hotels offer complimentary airport shuttle service. Grayline Airport Bus shuttle to downtown hotels costs \$8.50 one-way or \$14 roundtrip. An alternative is to hire a town car that costs about \$32 one-way. Shared by 4-5 people, it provides an affordable direct transportation to the hotel compared to the bus, which can make several stops. One thing that became obvious immediately is that you do not need to rent a car in Seattle unless you plan to drive to outer areas. First of all, all hotels charge daily parking fees even the airport ones, and secondly, there are many forms of transportation available, to and from the airport and downtown. Although downtown Seattle is fairly compact and can be easily navigated on foot, finding your way by car can be frustrating. The Seattle area has been experiencing phenomenal growth for the past decade, and this has created traffic-congestion problems.

My site selection journey began at the Seattle Marriott Sea Tac, which is located on a hillside near the airport. The lobby is very impressive with northwest lodge décor. The next day I headed downtown to the Crowne Plaza, a high-rise contemporary hotel. The drive took about 15 minutes by highway during early afternoon, which is the best time to avoid traffic. I’m basically a country girl, being somewhat intimidated by high-rise hotels and congested traffic noise, but I was willingly to be open-minded.

On my first day in downtown Seattle, I ventured off to walk to Pike Place Market and the waterfront. *Men’s Fitness*

Magazine did not name Seattle the number 2 Fittest City in the U.S. in 2003 in vain. The city is built on hills and although I discovered two streets (Pike and Pine) with less inclines, believe me the uphill trip home will test your stamina. However, the market, which is the oldest continually operating farmers market in the country, is worth every downhill step and the waterfront along Elliott Bay is filled with boats, interesting shops and restaurants of all kinds. Boating options include one-hour harbor cruises, dining cruises, clipper ships to Victoria, British Columbia and Alaskan cruise vacations. The Washington State Ferry to Bainbridge Island is a bargain at \$5.50 roundtrip and you see not just Elliott Bay but plenty more of the Puget Sound. I discovered that no trip to the waterfront is complete without lunch or dinner at Ivar’s Acres of Clams. Seattle legend, Iver Haglund, who opened his first seafood bar in 1938, was well known as a born businessman, gifted cook, selfless servant to this community and an irrepressible cut-up, using “Keep Clam” as his motto.

On my third day in Seattle, the sun came out. I was prepared to continue exploring the city, but decided that walking was not going to be my means of transportation after my hill climbing the day before. And in Seattle, my alternatives are plenty. The downtown area can be traveled by bus, van, metro, monorail, trolley, or taxi. Cab fare within the downtown area is only \$4. I opted for a three-hour tour of Seattle’s most popular attractions via a 25-passenger touring van that offered pick-up and return service to the hotel. The tour covered almost 50 miles and included stops at historic Pioneer Square, the Ballard Locks and Salmon Ladder, and a panoramic West Seattle city view. We crossed the floating bridge, drove by the mansions of Magnolia Bluff and the Space Needle at Seattle Center. For an entertaining overview of the city and its neighborhoods in comfort, the \$35 was well spent. The tour also passed by The Fremont Troll, located under the north end of the Aurora Avenue Bridge, arguably Seattle’s most famous piece of public art. Retro clothing and vintage furniture stores, cafes, a couple of brew pubs, a great flea market, and the city’s best public art make Fremont the most eccentric neighborhood in Seattle.

The tour guide provided me with lots of insider tips and folklore about the Emerald City. I learned that you can buy a bunch of fresh flowers for only \$5-10

at Pike Place Market, that Starbucks also owns Seattle's Best and Torrefazione Italia Coffee, that Seattle firsts include the Smiley face and the wave at Husky Stadium. Seattle is best known for its coffee, chocolate, salmon, halibut, cod and crabs and I tried them all. The city's cosmopolitan population is a blend of hippies, homeless, Asians, cyclists, artists, fishermen and professionals. The best advertised view is from the Space Needle, however, word has it that the best view is really in the ladies restroom at the top of Bank of America building. Both "Fraser" and Microsoft's Bill Gates and Paul Allen call Seattle home. Traffic in downtown gets crazy at rush hour and maneuvering through the one-way streets requires skill, patience and knowing where you are going. I was returned to the hotel around 6 p.m. and grabbed my luggage and a taxi to the Renaissance, two blocks away. The Renaissance Madison, a high-rise hotel, presented a more formal and professional atmosphere, but the views of the city at night were beautiful.

The following day, I traveled back to the airport area to the Doubletree Hotel, which is located across the street from the airport. That evening, the sales contact treated me to dinner, where I tried the alder planked salmon for the first time, which was delicious. My room offered a spectacular view of Mount Rainier.

The final stop on my Seattle adventure took me back downtown the next morning. Since room rate was usually on the top of my site wish list, I didn't expect to have much luck finding a downtown property that stayed within the average group rates that attendees have paid in the last few years—which is about \$105. The important questions on my mind were—How much was attendees willing to pay to be near activities? And was it possible to find a downtown hotel property that met all our meeting needs and was affordable? After five days in Seattle, I discovered the answers to those questions at the Red Lion Hotel on Fifth Avenue, which received my vote for the top choice for a hotel location in Seattle in 2005. The hotel is located in the heart of downtown Seattle and surrounded by upscale shopping, restaurants, theaters and cultural attractions. Although the room rate will be higher than previous seminars, the opportunity to be within walking distance to attractions will prove to be well worth the extra cost. The hotel will offer AHP attendees the 2004 group

rate of \$123 with no more than 5% increase in 2005. The meeting rooms are all on one level, sleeping rooms are spacious and recently renovated with views of the waterfront or city. The Terrace Garden restaurant features Northwest cuisine in beautiful sky lit surroundings. The Elephant and Castle Pub will surely be a gathering place for members to meet and play pool. The AHP Board has agreed with my recommendation and will hold its winter meeting in February 2004 at the Red Lion to make the final decision.

I know that I experienced only a teaser of the many things to do in Seattle. One of the highlights of the trip for me was getting together with former AHP member Jill (Scopinich) Buhler, former Editor of the *Quarter Horse of the Pacific*, who lives in nearby Port Townsend. She invited me to see "Flower Drum Song" at the Fifth Avenue Theatre, which is across the street from the Red Lion. This historic theater was designed to resemble the imperial throne room in Beijing's Forbidden City. Was the theater the perfect backdrop for the musical? Nothing else in Seattle compares, especially the show onstage.

One of the more interesting activities that may be a good option for the AHP seminar pre tour is the Tillicum Village excursion that departs by chartered vessel from Seattle's waterfront. A short cruise with narrated tour and spectacular views goes to Blake Island State Park, the site of Tillicum's authentically reproduced longhouse. A member of Tillicum's Native American staff greets guests upon arrival, serving an appetizer of steamed clams and nectar. After a feast that includes salmon baked in the traditional manner on cedar stakes around an alder fire, the stage show "Dance on the Wind" brings to life the myth and magic of Native American legends. There's plenty of time left on this four-hour adventure to explore forested trails and beaches.

And the list of optional activities continues with touring Seattle wineries, Chateau Ste. Michelle and Columbia, or the Redhook Ale Brewery, Thoroughbred racing at Emerald Downs, seeing Snoqualmie Falls, and riding the Monorail, built for the Seattle world's fair in 1962, to the Space Needle and Experience Music Project. Of course, we can't forget our reason for being there—two full days of educational seminars and lots of networking opportunities. I believe Seattle will provide something for

every attendee and it will also be a great opportunity to explore the Northwest.

The sparkling waters of Elliott Bay, Lake Union, and Lake Washington wrap around the city of Seattle with its shimmering skyscrapers, and forests of evergreens that surround the city limits. With endless boating opportunities and mountains within a few hours' drive, Seattle is ideally situated for the active lifestyle that is so much a part of life in the Northwest. There are day and overnight excursions to Victoria, British Columbia. The Cascade Range lies less than 50 miles to the east of downtown Seattle, and across Puget Sound stand the Olympic Mountains. Though impressive mountains line both the city's eastern and western horizons, a glance to the southeast on a sunny day will reveal the city's most treasured sight. Mount Rainier, a 14,410-foot-tall dormant volcano that looms so large and unexpected that it demands attention. I was fortunate to be in Seattle when "the Mountain was out." I hope you all will be as lucky in 2005.

Lexington, KY

continued from page 1

sauna, tennis, spa services, and golfing. Group room rates are \$104 single or double. For hotel reservations, call 800-228-9290 or 859-231-5100. Please mention you are with American Horse Publications. Activities for the seminar will include a full day pre-tour on Thursday, June 10. To assist you with planning your trip to Lexington, visit www.visitlex.com and www.Marriott.com. More information about the seminar program and activities will be available as soon as possible.

AHP 2004 Awards Contest

It's not too early to start setting aside your favorites to enter in the 2004 American Horse Publications annual awards contest for material published in 2003. Rules will be available online at the AHP website after January 1. **Deadline date is March 3, 2004.** All entries must arrive in Amarillo, Texas, on or before that date. Good Luck!

AHP Student Programs kick off for 2004

Students pursuing a career in equine publishing have several opportunities to jumpstart their future. American Horse Publications considers encouraging students wishing to become involved in the equine publishing industry a top priority and offers students an opportunity to join the association and participate in several student programs.

The **AHP Internship Program** is a great way to provide students with the resume-building experience that's so critical to today's job market. Interns gain valuable hands-on real life experience and AHP members acquire additional help when and where they need it most.

AHP serves as the umbrella organization for the internship program and is responsible for creating the application process, providing the forms, the mailing list, and a directory of the participating AHP member publications and businesses. The Internship Handbook includes program guidelines, expectations and responsibilities of the intern and the AHP participating member, and a directory of AHP participants. Each listing includes the publication or company name, a brief description, types of internships offered, availability/duration, requirements, information on compensation and housing, and contact information. Students apply directly to the AHP member, who will choose the applicant that best meets their needs. AHP members may hire more than one intern.

Student Membership is open to high school, college, and graduate students for an annual fee of \$25. Student Members receive a certificate of membership, an opportunity to attend the AHP annual seminar at a reduced registration fee, a free listing in the online and published versions of the AHP Membership Directory, the AHP newsletter, *For the record*, and eligibility to enter the Student classes in the AHP annual Awards Contest.

College students who are pursuing a career in equine publishing are eligible to compete for **American Horse Publications 2004 Student Award**. Juniors or seniors at the start of the 2004-2005 undergraduate college year, with at least one semester before graduation, have a chance to win a cash award of \$500 plus an all-expense paid trip to AHP's annual meeting and seminar in Lexington, Kentucky, on June 10-12, 2004. The seminar will include three days of educational sessions and related activities including the Student Award Dinner and Auction and Annual Awards Banquet and Presentations. The Student Award Winner will have an opportunity to meet leading equine publishing professionals and discuss career possibilities.

All qualified applicants will receive a complimentary Student annual membership and a complimentary Student registration certificate for the 2004 annual seminar in Lexington, Kentucky. Student Award applicants are required to send a completed application form plus additional information by March 15, 2004. Eligible students may access guidelines and application at the AHP website at www.americanhorsepubs.org.

The **AHP Student Mentoring Program** is designed to provide students with insight into a career in the equine publishing industry through interaction with AHP professionals. The AHP Mentoring Program is open to all AHP Student members.

Information and applications on AHP membership and 2004 student programs are available online at www.americanhorsepubs.org or may be obtained by contacting Christine W. Brune, Executive Director, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119, (386) 760-7743, Fax: (386) 760-7728, e-mail: AHorsePubs@aol.com.

2003 Trade Show Program ends the year with a bang

AHP members who participated in the final event of the year got a lot of bang for their buck. Equine Affaire in West Springfield, Massachusetts, continues to prove - if you build it, they will come. Leads from the AHP daily drawing for a free one-year subscription increased to over 800 at this year's event. This is an all time high for any other event that the AHP Newsstand booth has participated in during the past several years. The total number of leads for the four events in 2003 was 1,900. Regular participants in the AHP Trade Show Program rate the return on investment high.

Affiliate member, Nicole Fults of Marketing Management for the Equine Industry, who has assisted at the AHP booth during the past three years states, "Those that take the time to fill out an entry form are, in my opinion, quality horse people and valuable assets."

Stacy V. Bearse, President and CEO of Blood-Horse Publications, has been participating in the trade show program with their publications for years. He states, "Any AHP member not participating in this program is really losing. The names that we test are incredible. AHP is one of our best lists."

The AHP Newsstand provides AHP members with a way to reach thousands of horse people with a sample of their publication or promotional material. Many visitors are thrilled to see a publication that is new to them or that they have only seen on the Internet, but have never had an opportunity to see first hand. People really appreciate this service. In addition, publications are available to hundreds of event exhibitors who may be prospective advertisers.

The AHP Newsstand booth is a cooperative program that provides members with a cost effective way to exhibit at national and regional equine events. In 2004, the AHP Newsstand booth will exhibit at the Horse World Expo in Timonium, Maryland; and the Equine Affaire in Pomona, California; Columbus, Ohio; and West Springfield, Massachusetts. More information and a Trade Show Participation form are available online at www.americanhorsepubs.org or by contacting Chris Brune at ahorsepubs@aol.com or (386) 760-7743.

Happy Holidays!

Frequently Asked Questions about Trade Show Program

How many copies of my publication can be distributed at the AHP Newsstand booth?

All participants may send a maximum of 300 copies due to limited storage space. Publication Members with a circulation under 5,000 are offered the option to participate in the program by choosing to send 150 copies for half price. Affiliate and Corporate Members may also participate in this program and have an opportunity to distribute up to 300 copies of one promotional piece advertising their product or service. No sales or orders are taken at the booth.

Are magazines sold at the AHP Newsstand booth?

No, all publications and materials are distributed at no charge. Free dis-

tribution allows members who contract their own space at these events to use the AHP booth as a second point of distribution and members with a free publication to participate.

Why doesn't AHP exhibit at more events?

In over ten years of exhibiting at major equine events around the nation, the success of the AHP Newsstand depends on meeting several important criteria. First, attendance at the event must reach a certain level to be considered; second, member participation must meet requirements to make exhibiting cost effective, and third, staffing the booth depends on availability of AHP management. Participation fees are set to achieve the goal of the Trade Show Program to pay for itself.

AHP Who's Who

Denis Blake has been named the new editor of *The Texas Thoroughbred* magazine, the official publication of the Texas Thoroughbred Association. Blake, formerly field editor of *The American Quarter Horse Racing Journal*, has been with the American Quarter Horse Association (AQHA) for the past 4½ years, first as racing information and simulcast coordinator before moving to his present position in June 2001. Blake, a New Jersey native who attended the University of Minnesota, succeeds editor Lisa Marie Wood, who moved to California to marry Rudi Groothedde, the managing editor of *California Thoroughbred*. Wood, a member of the National Turf Writers Association, will remain active in the horse racing industry as a freelance journalist. The couple plans an April wedding in Kauai, Hawaii.

Warren Wilson, Publisher of *California Horsetrader*, and his wife, Lori, became the proud parents of Lillian Jean Wilson, on October 5, 2003. Lily has two older brothers, Nile and Casey.

INDUSTRY NEWS

Tufts University School of Veterinary Medicine has some more events coming up in 2004

Events slated for 2004 include: West Nile Virus - Reducing Your Horse's Risk, January 7, 2004, 7 p.m.-9 p.m.; Equine Rescue and Transport, January 21, 2004, 7 p.m.-9 p.m.; Equine Chiropractic, February 4, 2004, 7 p.m.-9 p.m.; and Basic Acupuncture Course for the Veterinarian, A Four Module Course, March 5 - June 20, 2004. Also scheduled is Hoof Care for the New Millennium Draft Horses, March 26-28, 2004. Events are held at Tufts Vet School in Grafton, Massachusetts. For more information, contact Office of Continuing Education, 508-887-4723; susan.brogan@tufts.edu, web site: www.tufts.edu/vet/contiedu.

Iowa to allow popular pet supplements to be sold if labeling changes are made

The National Animal Supplement Council (NASC), along with the Iowa Department of Agriculture and Land

Stewardship (IDALS), have resolved the issue of pet supplements, which are not approved or recognized by the Federal Drug Administration (FDA.) In September, the Iowa Department of Agriculture and Land Stewardship issued a letter to all pet supplement distributors stating, in part, that non-FDA approved pet supplements would no longer be allowed to be sold in Iowa, since doing so would be a clear violation of Iowa feed regulations. The National Animal Supplement Council (NASC) met with Iowa Department of Agriculture (IDALS) officials, and together a compromise was reached allowing pet supplements to be sold in Iowa only if labeling was changed. The new labeling would not include claims such as dietary or nutritional supplement, or make nutritional guarantees. Pet supplement suppliers are given one year to complete the label changes. Bill Bookout, President of the National Animal Supplement Council (NASC) stated, "I would like to applaud the work and leadership of Iowa Secretary of Agriculture Patty Judge and the

Department of Agriculture and Land Stewardship. Working together, we reached a compromise that benefits all of us. Iowa's decision will help move other states to encourage the FDA as the responsible regulator and provide guidance that achieves fair and reasonable

Got questions?

The answers to some of the most Frequently Asked Questions about AHP membership are only a click away. Visit the AHP website at www.american-horsepubs.org. **F.A.Q.s** are located under Membership and **Take Advantage of AHP Programs** is located under Join AHP.

New Member Profiles

PUBLICATION MEMBERS

American Saddlebred

Non-profit breed association publication

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E-mail: emily@asha.net
URL: www.saddlebred.com

The Harness Edge

Featured oriented harness racing monthly

Contact: Harold Howe
98 Paris Road, Unit 1
Brantford, ON, Canada N3R 1H9
Phone: 519-752-2800
Fax: 519-752-2207
E-mail: hhowe@theharnessedge.com
URL: www.theharnessedge.com

Northern Horse Source

*Serving Alaska, Canada and the
Northwestern United States horse owners*

Contact: Lara Poirrier
P. O. Box 56539
North Pole, AK 99705
Phone: 907-488-8088
E-mail: info@northernhorsesource.com
URL: www.northernhorsesource.com

The Saratoga Special

Contact: Joe Clancy
364 Fair Hill Drive, Suite F
Elkton, MD 21921
Phone: 410-392-5867
Fax: 410-392-5892
E-mail: info@st-publishing.com
URL: www.st-publishing.com

Southeast Equine Monthly

Southeast's All-breed Equine Magazine

Contact: Rahn Greimann
P. O. Box 304
Blue Earth, MN 56013
Phone: 800-657-4663 or 507-526-7390
Fax: 507-526-4560
E-mail: rahn@horsenaround.com
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Creel Printing Company

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URL: www.creelprinting.com

Creel Printing is one of the largest, most technologically advanced printing companies on the west coast, with two locations: Las Vegas, Nevada and Costa Mesa, California. They offer a wide array of printing services including: heat-set, open-web, and sheet-fed presses, computer-to-plate technology, complete bindery, and mailing/fulfillment.

EquiFit, Inc.

Contact: Alexander Cherubini
or Jane Durkin
297 High Street
Dedham, MA 02026
Phone: 701-329-2900 x 128
Fax: 701-329-8392
E-mail: equifit00@aol.com
URL: www.equifit.net

Equifit manufactures, distributes and invents innovative product for both horse and rider. Some of those products include: ShouldersBack, a posture aid for riders; T-Boot series, horse boots lined with foam that contours and molds to the horse's legs.

Outback Trading Co.

Contact: Wilson King
P. O. Box 87
Oxford, PA 19363
Phone: 610-932-5141
Fax: 610-932-0227
E-mail: wking61889@aol.com
URL: www.outbacktrading.com

Thoroughbred Charities of America

1341 Bohemia Mill Road
Middletown, DE 19709
E-mail: info@thoroughbredcharities.org
URL: www.thoroughbredcharities.org

Thoroughbred Charities of America is a non-profit 502c(3) organization that promotes a better life for Thoroughbreds by supporting rescue, retirement and research and by helping the people who work within the industry. Functioning like the United Way for the Thoroughbred industry, last year, the all-volunteer group distributed over \$1 million in grants to over 70 organizations that embody the TCA mission.

Troxel

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E-mail: jleonard@troxelhelmets.com
URL: www.troxelhelmets.com

Troxel is the leading provider of SEI certified equestrian helmets for show, schooling and recreational riding. Troxel was established in 1898 and is dedicated to applying innovative research and technology to its product development initiatives. Based in San Diego, California, Troxel has delivered over two million helmets to the equestrian market since 1990.

Trueman Communications Group

Public relations agency
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Two Horse Enterprises

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Two Horse Enterprises offers state trail riding directories; maps (including National Forest Service); videos on horsecamping, packing, building trails, training trail horses, etc.; hardware; books; publications and more. Free catalog available or shop website.

The Virginia Equine Extravaganza

Contact: Vicki O'Hara
86 Kennedy Drive
Severna Park, MD 21012
Phone: 410-647-3800
E-mail: vicki@equineextravaganza.com
URL: www.equineextravaganza.com

An east coast equestrian expo featuring a line up of top trainers in dressage, eventing, jumping, reining, barrel racing, general training, driving and more, plus educational seminars, breed demonstrations, vendors and a Saturday evening Equus Extraordinaire. April 30-May 2, 2004.

New Member Profiles

AFFILIATE MEMBERS

Jody Gilbert

Writer/editor of online content
1031 Walnut Valley Road
Corydon, IN 47112
E-mail: skeeta@aol.com

Jody has 17 years in the publishing industry working as publications manager, writer, copyeditor, proofreader, and production artist. Products/projects have included books, magazines, newsletters and online content, primarily in information technology fields. Currently working as editor for TechRepublic.com (a CNET web site for IT professionals). She is a horse owner and enthusiast, not currently associated with any equine publications.

STUDENT MEMBERS

Starr Crusenberry

Towson University
128 North Towne Court
Mt. Airy, MD 21771
Phone: 443-745-4392
E-mail: starz7895@aol.com

Starr is a junior at Towson University majoring in Mass Communication (journalism track). She has been riding since age 6, mainly hunter/jumpers, but dabbled in almost every English riding discipline. She is pursuing a career in equine publishing through the consumer or trade publication route. She thinks the combination of her professional passion for writing and her personal passion for horses has the makings of a very fulfilling and promising career.

Matt Goins

University of Kentucky
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Lexington, KY 40555-4535
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E-mail: mattgoins@aol.com

Matt attends the University of Kentucky majoring in Journalism - Editorial. He was raised in the Thoroughbred industry and has always wanted to combine his journalism skills with his passion for horses. His goal is to become a staff photographer for an industry publication. His work has been published in several magazines and he is currently the staff photographer for the student newspaper.

CALENDAR OF EVENTS

January 15-18, 2004

Horse World Expo
Maryland State Fairgrounds
Timonium, Maryland
Phone: 301-916-0852
www.horseworldexpo.com

January 29-February 1, 2004

Equine Affaire
Fairplex
Pomona, California
Phone: 740-845-0085
www.equineaffaire.com

February 27-29, 2004

EQUIFEST of Kansas
Kansas Coliseum
Wichita, Kansas
Phone: 765-655-2107
www.equinepromotions.net

February 27-29, 2004

Horse World Expo
Pennsylvania Farm Show
Harrisburg, Pennsylvania
Phone: 301-916-0852
www.horseworldexpo.com

March 12-14, 2004

Rocky Mountain Horse Expo
National Western Complex
Denver, Colorado
Phone: 303-292-4981
www.rockymountainhorseexpo.com

March 25-28, 2004

Equine Affaire
Ohio Expo Center
Columbus, Ohio
Phone: 740-845-0085
www.equineaffaire.com

March 27-29, 2004

Hoof Care for the New Millennium:
Warm Bloods and Draft Horses
Tufts University School of Veterinary
Medicine
Phone: 508-887-4723 Susan Brogan
www.tufts.edu/vet/continedu

April 30-May 2, 2004

Virginia Equine Extravaganza
Richmond Raceway Complex
Richmond, Virginia
Phone: 410-647-3800
www.equineextravaganza.com

June 10-12, 2004

AHP Red, White & Bluegrass Seminar
Marriott Griffin Gate Resort
Lexington, Kentucky
Phone: 386-760-7743
www.americanhorsepubs.org

June 11-13, 2004

Western States Horse Expo
Cal-Expo Fairgrounds
Sacramento, California
Phone: 800-352-2411
www.horseexpo.com

November 11-14, 2004

Equine Affaire
Eastern States Expo
West Springfield, Massachusetts
Phone: 740-845-0085
www.equineaffaire.com