



# AHP For the record

An association newsletter for members of American Horse Publications

Early Spring 2004

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*The American Quarter Racing Journal*

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For more information on AHP or any of its programs, contact:

### AMERICAN HORSE PUBLICATIONS

49 Spinnaker Circle  
South Daytona, FL 32119  
386-760-7743; Fax: 386-760-7728

E-mail: [AHorsePubs@aol.com](mailto:AHorsePubs@aol.com)

Web Site:

[www.americanhorsepubs.org](http://www.americanhorsepubs.org)

#### AHP For the record

Chris Brune, Editor  
Barrie Reightler, Design



*Red, White & Bluegrass*

LEXINGTON SEMINAR 2004 KENTUCKY

The 2004 American Horse Publications annual seminar is scheduled for June 10-12 at the Marriott's Griffin Gate Resort in Lexington, Kentucky. Barrie Reightler, former AHP President and Director of Publications of *Mid-Atlantic Thoroughbred*, has created the logo for the 2004 Red, White & Bluegrass Seminar. AHP returns to Lexington for its fifth visit and the host city is gearing up to welcome the equine



publishing community to horse country. The seminar committee has designed a seminar that will provide plenty of opportunities to learn and network while treating members to a taste of the bluegrass. More information and a schedule of events will be available

online very soon, but here's some of the highlights along with information to assist you in planning your trip to Lexington in June.

## Seminar Session Highlights with more to come

### Jane Smiley

Jane Smiley is the author of numerous novels, including, most recently, *A Year At The Races*. The Pulitzer Prize-winning author of *A Thousand Acres* gallops into territory she first explored in her acclaimed best-selling novel *Horse Heaven* with this irresistible account of her lifelong love affair with horses.

Jane draws upon her firsthand knowledge of horses, as well as the wisdom of trainers, vets, jockeys, and even a real-life horse whisperer, to examine the horse on all levels—practical, theoretical, and emotional. She shares not only “cute stories” about her own horses, but also fascinating and original insights into horse—and human—

*continued on page 2*

behavior. To all this she adds an element of drama and suspense as two of her own horses begin their careers at the racetrack. *A Year at the Races* is charming, funny, and a bit outrageous: a candid exploration of the abiding bond between humans and horses, told with panache, intelligence, and humor.

Jane was inducted into the American Academy of Arts and Letters in 2001. She owns several horses and lives in Northern California.

Jane will address the members in the opening session on Friday morning with **“Injecting Horses Into The Mainstream,”** an entertaining, somewhat informative talk about crossing the bridge from the barn aisle to mainstream America with horses in print and other media--and its potential impact on horsedom. She will also present an afternoon session titled **“The Road To Here--Carving A Path in the World of Big-Time Publishing.”** This informal session will include Jane’s experience as a writer in signing and working with mainstream publishing houses, the internal debate of how much horse information to include in books for mainstream audiences, and the like.

### Samir Husni

**Samir Husni, aka “Mr. Magazine™”**, is Hederman Lecturer and Professor of Journalism at the University of Mississippi where he heads the magazine service journalism program.

Dr. Husni is the author of the annual Samir Husni’s Guide to New Consumer Magazines, which is now in its 18th year. He is also the author of *Launch Your Own Magazine: A Guide for Succeeding in Today’s Marketplace* and *Selling Content: The Step-by-Step Art of Packaging Your Own Magazine*, both published by Hamblett House, Inc.

He is “the country’s leading magazine expert,” according to *Forbes ASAP* magazine, “the nation’s leading authority on new magazines,” according to min:media industry newsletter; and *The Chicago Tribune* dubbed him “the planet’s leading expert on new magazines.”

He has appeared on Good Morning America, CNBC, CNN, CNNFN, PBS, and on numerous radio talk shows including National Public Radio’s Morning and Weekend Editions.

When he is not in his office reading magazines, Dr. Husni is at the newsstands buying magazines.

Dr. Husni will present a session on Friday afternoon titled, **“From Mission To Vision: The Road Map For Designing And Selling Your Content.”** This session will focus on aspects of linking design to the overall content of the publication and on the art of packaging your magazine to achieve its mission reaching the readers turned subscribers.

For more information on Mr. Magazine, visit [www.mrmagazine.com](http://www.mrmagazine.com).

### Don Ranly

**Don Ranly**, Professor of Journalism at the Missouri School of Journalism for the past 30 years, has conducted more than 950 writing and editing seminars. Author of books and articles on writing and editing, Dr. Ranly is internationally



sought as a writing and publication expert.

Dr. Ranly makes his third appearance at an AHP seminar. This year, he will present two sessions on Saturday. The morning session is titled, **“Credibility: 39 Errors You Shouldn’t Make.”** Your personal credibility and the credibility of your publication sometimes hinge on the not-so-little things such as spelling, grammar and proper word usage. Come join this interactive session of reviewing what you once knew and answering questions you were afraid to ask.

The afternoon session is **“Improving Your Interviewing Skills.”** One of your most important assets as a writer is your ability to talk to people and to get the kinds of quotes that enliven your stories and give them credibility. In this interactive seminar, you will sharpen those skills by listening to discussants tell what has helped them before, during and after the interview.

You will review:

- ◆ How to prepare for and set up an interview
- ◆ When, whether and how to use the tape recorder

- ◆ Where and when to conduct the interview
  - ◆ How to maintain control and go with the flow
  - ◆ How to get an inner view
  - ◆ The importance of gathering anecdotes
  - ◆ When and whether to correct, change or make up quotes
  - ◆ When and how often to attribute quotes
  - ◆ Steps in writing the interview story
- For more information on Dr. Ranly, visit [www.ranly.com](http://www.ranly.com).

### Ralph Monti

**Ralph Monti** is president of Special Interest Media, Inc. and an internationally known sales and marketing consultant. He specializes in creating strategic and sales and marketing strategies for global media companies. He is the author of the newly acclaimed book, *The Creative Sales Person: How to Develop Your Creativity Into An Effective Sales Tool* as well as three other non-fiction books. In April 2000 Mr. Monti was awarded a Benjamin Franklin Award for excellence in career writing for his book, *Career Opportunities in Magazine Selling: The Ultimate Guide to Succeeding in the Business*. Mr. Monti is a

highly sought-after conference and keynote speaker and an authority on creativity, selling strategies and marketing. He has conducted sales and marketing workshops all over the world and his global client list includes the world’s largest media companies, Fortune 500 companies and small and medium-sized companies.

Ralph presents a session on Saturday morning titled **“How To Develop Your Creativity Into A Sales Tool: The Creative Sales Person Seminar™.”** *The Creative Sales Person™* seminar addresses 21<sup>st</sup> century selling demands by learning how to think creatively. There’s no question that in today’s selling environment the competition is keener, the pace is more rapid and customers are better informed. That’s why sales people who take a creative approach to selling will have an enormous advantage over the competition.

*The Creative Sales Person™* seminar teaches sales people how to sell more by developing their innate creativity. You will learn:

- ◆ Steps that will help you get beyond your creative block.

- ◆ Why challenging the selling status quo can pay off big-time.
- ◆ How to balance the brain's practical instincts with its intuitive, creative sense.
- ◆ The thinking characteristics of creative sales geniuses.
- ◆ How to become the ingenious sales idea guru at your publication or company.

You will discover all this and more by attending this fast-paced, interactive and highly stimulating sales workshop. Led by Ralph Monti, a highly successful sales and marketing consultant, this unique session is an indispensable resource for salespeople's professional growth. Going beyond the typical, cookie-cutter focus that many sales seminars present on selling tactics, The Creative Sales Person™ seminar teaches and advocates a creative and innovative path to sales excellence.

### Best of the Bluegrass Tour

This pre-seminar tour has been designed to provide AHP members with a daylong sojourn into the heart of Lexington horse country. Tour Chairman Deborah Taylor has planned an amazing day for AHP members who

would like to join us for the "Best of the Bluegrass" tour on Thursday, June 10th. Bus transportation will depart the Marriott's Griffin Gate Resort at 7:30 a.m. The tour will include visits to the UK Gluck Equine Research Center, Gainsborough Farm, WinStar Farm, the Kentucky Horse Park, and the National Horse Center. The bus will also return to the Marriott after lunch to pick up late arrivals and take them to the Kentucky Horse Park for the afternoon. Thanks to the generosity of sponsors, the tour, which includes a light breakfast, lunch, and afternoon break, will be complimentary to AHP members and only \$10 for guests.

### Seminar Headquarters

The Marriott's Griffin Gate Resort in Lexington, Kentucky, 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, in-

door and outdoor pool, health club, whirlpool, 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 and mention you are with American Horse Publications. You may also make online group reservations at [www.stayatmarriott.com/AmericanHorsePublications](http://www.stayatmarriott.com/AmericanHorsePublications). Remember, if you plan to take the full day tour on June 10, you will need to arrive on June 9. To assist you with planning your trip to Lexington, visit [www.visitlex.com](http://www.visitlex.com) and [www.Marriott.com](http://www.Marriott.com).

### Seminar Registration

Seminar registration for AHP Members is \$250 and includes sessions, meals, Awards Banquet and Student Award Dinner. Additional registrants from the same company are \$200 per person. Student members may attend the entire seminar for \$125. One-day (Friday or Saturday) registrations are \$125 per day/per person. Meal functions for guests, family members and sponsors may be purchased individually. A registration form is available online at [www.americanhorsepubs.org](http://www.americanhorsepubs.org). Visa and MasterCard will be accepted.

## Annual Equine Industry Vision Award Winner Selected for 2004

Pfizer Animal Health and American Horse Publications are proud to announce that a winner has been selected to receive the 2004 Equine Industry Vision Award, the first major award to showcase innovation across the equine industry. Sponsored by Pfizer Animal Health, the award is intended to recognize ingenuity and service. All of the 17 nominees this year were outstanding examples of these qualities.

The Equine Industry Vision Award Committee reviewed nominations and the list of nominees was narrowed to six finalists. The committee selected the following finalists (listed in alphabetical order): American Quarter Horse Association, Texas; Stanley F. Bergstein, Arizona; John Ryan Gaines, Kentucky; Matthew Mackay-Smith, Virginia; Pat Parelli, Colorado; and Ed Roberts, Texas. All non-winning finalists will be automatically included in the 2005 list of nominees.

The remaining 11 nominations represented a spectrum of innovative indi-



viduals and organizations within the equine world and included: Chagrin Valley PHA Horse Show, Inc., Ohio; Equine Scientific Certificate Program - University of Guelph, Canada; Dr. Frank Gravlee, Alabama; Dennis Heebink, Ohio; Laura Hillenbrand, Washington, D.C.; Innovation Research & Development, Ltd., England; Harold Rainwater, Kentucky; Standardbred Retirement Foundation, New Jersey; Dr. Hiltrud Strasser, DVM, Germany; Robert Vavra, California; and WinStar Farm, Kentucky. Nominees who were not selected as finalists may be re-nominated for 2005.

The 11 voting members of the AHP Board of Directors, plus a Pfizer Animal

Health representative, voted on the winner. Finalists were judged on their performance in relation to the achievement(s) cited and their demonstration of the following attributes and abilities: 1) The vision and innovation of a true pioneer; 2) Leadership, commitment, dedication and willingness to serve; 3) Original and effective ideas and/or products, services, programs; 4) High moral, ethical and professional standards.

The winner has been notified to allow for travel arrangements, however the official announcement and presentation of the award will be made at the Equine Industry Vision Award Breakfast, sponsored by Pfizer Animal Health, on Friday, June 11, 2004 during the AHP Red, White & Bluegrass Seminar in Lexington, Kentucky. The recipient will be presented with the Equine Industry Vision Award Perpetual Trophy, created by master artisan Peter Wayne Yenawine and commissioned by Pfizer Animal Health.

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## Nominations being accepted for the 2004-2005 AHP Board of Directors

Two three-year terms for Directors will be available for the 2004-2005 Board of Directors. Publication or Affiliate members are eligible to serve as a Director. If you are interested in being considered or wish to nominate someone, please contact Nominating Committee Chairman, Frank Lessiter at (262) 782-4480; e-mail: lessitef@lesspub.com or Chris Brune at (386) 760-7743; e-mail: ahorsepubs@aol.com.

Board members must be willing and able to attend meetings and actively participate in association activities and committees. Please state why you would like to be considered for nomination, how long you have been involved with AHP, and any committees and/or activities that you have participated in.

Elections will be held at the AHP General Membership Meeting scheduled for Saturday, June 12, 2004, at 1:30 p.m. at the Marriott's Griffin Gate Resort in Lexington, Kentucky, during the AHP Red, White & Bluegrass 2004 Seminar.

## Participants in 2004 Annual Award Contest break records

Participation in this year's contest represented 99 AHP members, an increase of 11 over last year's 88. The contest drew 843 entries compared to last year's total of 893. One reason for the decrease in entries was that AQHA publications were ineligible this year since Doug Hayes, Director of Advertising for *The American Quarter Horse Journal* and *The American Quarter Horse Racing Journal*, is the 2003-2004 AHP President. The current AHP President is responsible for processing the entries and judging the contest. Last year, AQHA publication entries representing four AHP members totaled 147. Do the math. It looks like this year's contest exceeded expectations. AQHA publications will be allowed to submit work published in 2003 in the 2005 AHP Awards Contest.

Held since 1977, the AHP Annual Awards contest rules and procedures are reviewed every year for improvement, clarity, fairness and variety. This year, many Affiliate members entered the Editorial Content classes with their own articles.

For the third year, the Merial Human-Animal Bond Award sponsored by

Merial, will be presented to the author of the article that best reflects and promotes the strengthening of the relationship between human and horse. Entries in this class had to be published in 2003 in an AHP member publication and were judged for exceptional quality and on the ability to convey this concept and connect with the reader. All 2004 AHP Members were eligible to enter with no entry fee, but entries were limited to one per member. The winner of the Merial Human-Animal Bond Award will receive a special engraved trophy presented by Merial at the Awards Presentations in Lexington, Kentucky on June 12, 2004. The member publication, in which the article was published, will receive an engraved plaque.

Twenty-eight professional judges are placing the classes and providing constructive critiques. The Awards Program booklet, sponsored by Life Data Labs, Inc., will include the contest results and be distributed with the judges' comments after the awards presentations in June or mailed to non-attending members.

Notification letters will be mailed to finalists by May 1, 2004.

## AHP Who's Who

Former Student member, **Kate Winther Lindon**, started the new year as the online content manager for Primedia Equine Network's Equisearch.com. She received her MBA from Ohio University in August 2003.

**Carol Nelson**, the first Student Award winner in 1993, sent holiday wishes along with her thanks to AHP for their special student award 10th anniversary recognition. She regrets that she couldn't have been there in person to share her appreciation. Carol is looking forward to 2004 since she has lots of horsey plans in the works including an

equestrian vaulting program through a local park and rec department. She will be presenting her mare for Oldenberg inspection and watching her niece's riding blossom as she enters her second show season.

**Christy Landwehr**, Certified Horsemanship Association, and her husband, John, are expecting their first child in August. Congratulations!

**Jim Bret Campbell**, editor of *The American Quarter Horse Journal*, and his wife, became new parents to Cash Reid on January 12, 2004.

## 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](http://www.american-horsepubs.org). **F.A.Q.s** are located under Membership and **Take Advantage of AHP Programs** is located under Join AHP.

## INDUSTRY NEWS

### American Horse Council holds 2004 National Issues Forum in Washington, DC.

The National Issues Forum will be held at the Hyatt Regency on Capitol Hill on April 17-20, 2004. The goal of the American Horse Council is to work effectively with the stakeholders in the horse industry, Members of Congress, federal officials and agencies to ensure that the horse industry is heard and protected during the legislative, regulatory and rulemaking process. Good legislation and regulations benefit the industry; adverse legislation and regulations harm it. Information and education is power. During this annual meeting attendees will learn about the legislative and regulatory priorities for 2004 in the Congress and federal agencies.

The focus during the Issues Forum will be on efforts to develop a national identification plan for horses. From

the US Animal Identification Plan (USAIP) to recently introduced legislation, the American Horse Council has been monitoring and actively involved in this issue for some time. In fact, the AHC has organized a task force, which includes nearly thirty national equine organizations, to evaluate the USAIP and determine if the horse industry could develop standards for equine identification that would benefit the industry and be compatible with the USAIP.

This meeting will be an opportunity for attendees to learn in-depth about the USAIP, about the trend world wide toward standard equine identification and how the horse industry might fit into the efforts to develop a national plan to assist the industry in case of an equine disease emergency and during natural disaster.

Also, on Monday, April 19th, from 9 to 1 the AHC will be holding a Recreational Forum. Representatives from

the United States Forest Service, the Bureau of Land Management, the Department of Transportation and the National Park Service have been invited. There will also be an update on the vital "Right to Ride" legislation and the Take Pride in America Program.

One of the most important events of the convention is the annual Congressional Reception and Dinner, where Members of Congress join meeting attendees for cocktails and dinner, providing an important opportunity for one-on-one, informal communication with elected federal officials. During the event, the Rolapp Award will be presented to the Member of Congress who has been particularly supportive of the horse industry.

For more information, contact the American Horse Council, 1616 H Street, NW, 7th Floor, Washington, DC 20006 or the AHC website at [www.horsecouncil.org](http://www.horsecouncil.org).

## New Member Profiles

### PUBLICATION MEMBERS

#### Cross Country

*Official publication of CSDEA*

Contact: Erin Gibbs  
1298 60th Avenue SW  
Rochester, MN 55902  
Phone: 507-529-0657  
Fax: 507-529-0658  
E-mail: [egibbs@charterinternet.net](mailto:egibbs@charterinternet.net)  
URL: [www.csdea.org](http://www.csdea.org)

#### Eclectic Horseman

*Just what works horsemanship information*

Contact: Emily Kitching  
P. O. Box 21263  
Boulder, CO 80308  
Phone: 303-449-3537  
Fax: 303-404-2404  
E-mail: [emily@eclectic-horseman.com](mailto:emily@eclectic-horseman.com)  
URL: [www.eclectic-horseman.com](http://www.eclectic-horseman.com)

#### The Equestrian News

*Los Angeles' only local equestrian newspaper*

Contact: Nancy Cole  
3940 Laurel Canyon Blvd. #632  
Studio City, CA 91604

Phone: 323-822-1864  
Fax: 323-822-1864  
E-mail: [nancy@theequestriannews.com](mailto:nancy@theequestriannews.com)  
URL: [www.theequestriannews.com](http://www.theequestriannews.com)

#### Equine Vision Magazine

*Art for the horse lover*

Contact: Sarah Crampton  
P. O. Box 753  
Jambul, CA 91935  
Phone: 619-669-1305  
E-mail: [equinevisionmag@aol.com](mailto:equinevisionmag@aol.com)  
URL: [www.equinevisionmag.com](http://www.equinevisionmag.com)

#### Keeneland

*Indepth coverage of Keeneland Racecourses and Bluegrass lifestyle*

Contact: Jackie Duke  
P. O. Box 4038  
Lexington, KY 40544-4038  
Phone: 859-276-6781  
Fax: 859-278-8781  
E-mail: [jduke@bloodhorse.com](mailto:jduke@bloodhorse.com)  
URL: [www.keenelandmagazine.com](http://www.keenelandmagazine.com)

#### More Than The Winners

*People, horses, places in amateur equine competition*

Contact: Kathleen Hunter  
6010 Hammock Hill Avenue  
Lithia, FL 33547  
Phone: 813-685-4167  
Fax: 813-657-9708  
E-mail: [winners@kddpublish.com](mailto:winners@kddpublish.com)  
URL: [www.kddpublish.com](http://www.kddpublish.com)

### CORPORATE MEMBERS

**Auburn Laboratories, Inc.**  
*Distribution of herbal nutritional supplements*

Contact: Joy Anne Van Noy  
P. O. Box 147  
Penn Valley, CA 95946  
Phone: 530-432-8157  
Fax: 530-432-8158  
E-mail: [joy@auburnlabs.com](mailto:joy@auburnlabs.com)  
URL: [www.auburnlabs.com](http://www.auburnlabs.com)

Auburn Laboratories, Inc. distributes APF (Advanced Protection Formula) an innovative herbal supplement intended to provide immune system support and to improve the adaptive response to stress and athletic training.

## New Member Profiles

### **Cavalía**

#### *Horse show*

Contact: Martin Roy or Francoise Cabana  
430 McGill, Suite 302  
Montreal, Quebec, Canada H2Y 2G1  
Phone: 514-879-9002  
E-mail: martin@cavalía.net  
E-mail: francoise.cabana@cavalía.net  
URL: www.cavalía.net

From one of the founders of Cirque du Soleil, Cavalía is a new multi-media equestrian extravaganza created by Normand Latourelle featuring more than 60 performers, including 33 horses, acrobats, equestrians, dancers and musicians. Cavalía launched its U.S. tour in San Francisco in February 2004, in North America's largest traveling bigtop.  
Additional contact: Elizabeth McCall,  
Phone: 310-720-4096; E-mail: elizmcCall@earthlink.net

### **Devon-Aire**

#### *English riding apparel*

Contact: Andres Lendoin  
4904 Savarese Circle  
Tampa, FL 33634  
E-mail: andres@devonaire.com  
URL: www.devonaire.com

After 30 years, Devon-Aire remains true to the philosophy on which it was founded: high quality riding clothes and footwear that are affordable on a family budget. Still family owned and operated, Devon-Aire offers many fits and finishes for all English apparel needs.

### **Friends of Sound Horses, Inc.**

#### *Nonprofit sound gaited horse organization*

Contact: Bill Coon  
6614 Clayton Road  
St. Louis, MO 63117  
Phone: 800-651-7993  
Phone: 314-444-0729 Teresa Bippen, PR Director  
E-mail: teresa@friendsofsoundhorses.org  
URL: www.friendsofsoundhorses.org

FOSH is a humane organization promoting sound ownership, training, exhibition and breeding of naturally gaited horses, with emphasis on TWHs. They educate the public on humane care and treatment of gaited horses, oppose chemical means to modify horses' natural gaits, sanction flat shod gaited shows, and provide trained licensed judges and DQPs.

### **Ink And Anvil, Inc.**

#### *Media production and design company*

Contact: Laurie Davidson  
12212 N. Craig Road  
Nine Mile Falls, WA 99026  
Phone: 866-465-0511  
Fax: 509-466-7958  
E-mail: info@inkandanvil.com  
URL: www.inkandanvil.com

Ink and Anvil, Inc., a total media production and design company, focuses on the equine community with a specialty in farrier and farrier related concerns. Ink and Anvil offers a wide array of services, running the gamut from hand-bound texts to magazine production to web-based productions to video and DVD production.

### **Smith Brothers, Inc.**

Contact: Janet Nittmann  
525 Great Road  
Littleton, MA 01460  
Phone: 978-952-8062 x 218  
Fax: 978-952-8064  
E-mail: jnittmann@smithbrothers.com  
URL: www.smithbrothers.com

Smith Brothers serves the needs of the competitive Western rider with specialized catalog editions for the show rider, barrel racer and roper. Products are offered via catalog, the internet at smithbrothers.com and in their new retail store in Denton, Texas.

## **AFFILIATE MEMBERS**

### **Rebecca E. Colnar**

548 Sumner Street  
Sheridan, WY 82801  
Phone: 307-674-5754  
Fax: 307-674-6061  
E-mail: cowcamp@wavecom.net

Rebecca has been involved in equine magazines for 20 years as editor and writer. She is the former editor of The Mane Points, current author of Horse Sense Book and Montana Equine Directory. She specializes in writing, editing, public relations and event planning. She has also handled ad sales for equine and non-equine publications.

### **Nancy Degutis**

NAD Associates/Writing and Editing  
5 Schooner Court  
Randolph Twp., NJ 02869  
Phone: 973-366-8930  
Fax: 973-366-8930  
E-mail: circusrose@aol.com

As a News/Editorial graduate of the University of Missouri School of Journalism, Nancy worked in advertising/copywriting field, edited corporate/breed newsletters, and was in public relations field. She produced non-equestrian stories for life and style publications as well as features, rider/horse profiles, photos and editorial of shows along Eastern seaboard to Midwest, and how-to articles. She specializes in saddle horse breeds, hunter/jumpers, driving horses and ponies, endurance, three-day riding and driving, and reining. She contributes to *Chronicle of the Horse*, *HorseCity.com*, *HorsesDaily.com*, *Equine Journal*, *Sidelines*, *USA Equestrian* and *Horse News*. She is a member of the National Sportscasters and Sports Writers Assn., AIPS and IAEJ.

### **Candace Dobson**

12460 E. River Road  
Kaw City, OK 74641  
Phone: 405-880-0373  
E-mail: cndosu@yahoo.com

Candace is a recent Agricultural Communications graduate from Oklahoma State University. She is currently seeking a position at an equine print publication to gain more experience and is trying to develop a small clientele of breeders to begin some freelance work. She has experience in several different mediums, however her areas of expertise are photography and design.

### **Heather Haase**

14708 Round Valley Drive  
Sherman Oaks, CA 91403  
Phone: 818-906-1799  
Fax: 818-990-1526  
E-mail: horsesbyheather@aol.com  
URL: www.horsesbyheather.com

Heather has over 17 years as a professional photographer shooting people, celebrities and horses of all genres capturing images on film and digital that are unique and captivating. Her specialty is the photos themselves, with distinctive and exceptional results.

### **Karen E. N. Hayes, DVM**

21894 E. Hayden Lake Road  
Hayden Lake, ID 83835  
Phone: 208-772-0856  
Fax: 270-596-1808  
E-mail: hayesk@earthlink.net  
URL: www.karen-hayes.com

## New Member Profiles

Karen has been an equine veterinarian since 1979, conducted formal scientific research in equine reproduction and published in peer-reviewed journals from 1983-1988. She has been a professional writer in the equine care/equestrian trade genre since 1989. She has authored five horse care books and hundreds of magazine articles for such publications as *EQUUS*, *Horse & Rider*, *Paint Horse Journal*, and others. Although she has dedicated most of her adult life to providing veterinarian service, her ultimate passion is in improving the lives of horses via grassroots education of horse owners.

### **Gina Kazimir**

PR Right Now, Inc.  
125 Williams Street  
Bel Air, MD 21014  
Phone: 410-420-8679  
Fax: 410-420-8679  
E-mail: gkazimir@prrightnow.com  
URL: www.prrightnow.com

PR Right Now is a full service PR agency providing online or in-person services in all aspects of PR, marketing, media relations and corporate communications with a specialty in the equine industry.

### **Charles Mann**

Charles Mann Photography  
9236 Riggs Road  
Adelphi, MD 20783-1505  
Phone: 301-434-8094  
E-mail: charlie@cmannphoto.com  
URL: www.cmannphoto.com

Charles Mann is a commercial, equine and stock photographer whose interest in photography began while taking photos for his high school yearbook. He worked as a studio manager for stock photographer Jon Feingersh for 7 years doing everything from set building to shooting. During this time he also covered various equine events part time. In 2000, he set out on his own and has traveled around the world photographing sports at the Olympics, World Equestrian Games and Pan-American Games. He has been selected as one of only three U.S. media to cover the equestrian events at the 2004 Olympics in Athens, Greece. In addition to being published regularly in more than 30 magazines and websites worldwide, his work has appeared in

numerous books, calendars, greeting cards and posters. He also works with top advertising agencies, supplying photos to clients such as Purina, Rolex, Merial and Bayer.

### **Kathryn Anne Navarra**

3206 Allens Bridge Road  
Albion, NY 14411  
Phone: 585-589-7471  
E-mail: katiennavarra@yahoo.com

Katie is a freelance writer and photographer and has been involved in the horse industry for 14 years. She writes her own weekly column, Bits&Pieces and has contributed to The Eastern Equerry Magazine, Blaze Magazine and The Horse: Your Guide to Equine Health. Her expertise includes event coverage, profiles, how-to and feature articles. She has experience with 4-H, the Intercollegiate Horse Show Association, western pleasure and combined driving.

### **Morgan Rhoads**

P. O. Box 159066  
Nashville, TN 37215-9066  
Phone: 615-944-3700  
E-mail: info@rhomanbooks.com  
URL: www.rhomanbooks.com

Over 30 years professional horse training experience led to the writing of a fact-based novel about abuse in the show horse world. "From The Horse's Mouth" by Eugene Davis (pseudonym) was recently purchased (50 copies) by the USDA/APHIS for use in training new VMO's.

### **Kara L. Stewart**

5012 N. Highway 67  
Sedalia, CO 80135  
Phone: 303-688-1432  
E-mail: karastewart2001@yahoo.com

Kara is a lifelong horse owner with experience in most disciplines and care. Employed full-time as a writer, editor and proofreader since 1985, she has been writing for the equine industry since 1994. As a staff writer for Horse Country, she wrote more than 80 articles during a span of eight years. She is a regular contributor to *Horse Illustrated* since 2001, and she also writes for *Horses USA* and *International Arabian Horse* (now titled *Arabian Horse*.) In addition, she writes, edits and proofreads both print and online business-related material and has

written content for large websites such as www.managingmymoney.com.

### **Charmain Vaughn**

Vaughn Graphics  
725 Broad Street  
Augusta, GA 30901  
Phone: 706-823-3589  
Fax: 706-828-4339  
E-mail: charmain.vaughn@morris.com  
URL: www.vaughngraphics.com

Charmain has been a graphic designer for more than 20 years and loves to write stories about horses. In addition to working a full time job, she finds time to love and care for six horses and do freelance work for clients on the weekends. She is a member of the Augusta Advertising Federation, Augusta, Georgia.

### **Lisa Marie Wood**

P. O. Box 102  
Sierra Madre, CA 91025  
Phone: 626-445-4343  
E-mail: postparade@hotmail.com

Lisa is a freelance journalist for Thoroughbred racing industry publications nationwide and is the former Editor of award-winning magazine, The Texas Thoroughbred.

## STUDENT MEMBERS

### **Shay Ludwick**

*Ohio University*  
247 W Union St., Apt. 101D  
Athens, OH 45701  
Phone: 740-592-9028  
Permanent address  
525 Mallow Rd.  
Frankfort, OH 45628  
E-mail: shayludwick@hotmail.com

Shay is a senior at Ohio University majoring in Recreation and Sports Writing. Her ultimate goal is to gain a staff position as a reporter or photographer at a major equine magazine. Her background with horses spans over the past 10 years, including memberships with AQHA, the Ohio University Equestrian Team, the IHSA, various Ohio Quarter Horse associations and 4-H. Her publishing experience includes two separate newspapers, The Post, Ohio University's school paper from September 2003 to January 2004 and The Athens Messenger from January 2004 to present. Since working at The Post, she

## New Member Profiles

has written at least 2-3 articles per week, finishing every story by deadline.

### **Jessica Schroeder**

*University of Wisconsin-Madison*

2125 Oakdale Drive

Waukesha, WI 53189

Phone: 608-772-5600

E-mail: discerning24@hotmail.com

Jessica is a sophomore at University of Wisconsin-Madison where she majors in agricultural journalism and is currently enrolled in a photography course. She has been involved with Standardbred harness horses her entire life. Her parents and both sets of grandparents are trainers who race in Illinois and New York. In the summer of 2001, she campaigned two horses on the Wisconsin and Illinois fair circuit to Top Ten honors in Wisconsin. During the summer of 2003, she interned with the Indiana Horse Racing Commission. This year, she is the coordinator of the Standardbred display and demonstration at the Midwest Horse Fair. For the past three years, she has won two firsts and one second in the Horse Fair's photography contest. Although she hasn't decided on a career,

her interests include working at a racetrack or horse magazine, writing fiction novels with a horse base, and training her own stable of race horses.

### **Andrew Standaert**

*University of Findlay*

313 Morey Hall, 1000 N. Main St.

Findlay, OH 45840

Phone: 719-310-4781

E-mail: standaerta@findlay.edu

Permanent address:

2620 White Rock Lane

Colorado Springs, CO 80904

Andrew is a sophomore at the University of Findlay, where he will graduate in May with a Associates of Science Degree in Equestrian Studies - Western. From there, he will transfer to Columbia College Chicago to pursue a career with an equine publication. While at Findlay, he has written for the student newspaper, developed equine contacts and competed through the western and English IHSA team, attained real life experience through internships, and taken newswriting and communication classes. His riding career started at age five. For three years, he showed his reining horse to qualify

for the AQHYA World Show, winning various highpoint awards at national level shows, the Rocky Mountain Quarter Horse Association, and placed fourth in the NRHA Horse & Rider Rookie of the Year finals. His goal is to present the image and package, to a potential employer, of an individual who is a well knowledgeable and expert journalist and communicator.

### **Heidi Ann Verhoff**

*Ohio State University*

P. O. Box 181

Galena, OH 43021

Phone: 740-972-7370

E-mail: verhoff.44@osu.edu

Heidi is a junior at Ohio State University majoring in ag communications. She has been around horses all her life and feels that her experience could help her career in equine publishing. She hopes to expose herself to more opportunities and contacts by joining AHP. She knows this will help her grow and understand more about the horse publications business. She knows that AHP would greatly affect her future career in equine publishing.

## CALENDAR OF EVENTS

### **April 20-25, 2004**

National Reining Breeders Classic  
Great Southwest Equestrian Center  
Katy, Texas  
Phone: 580-759-3939  
E-mail: nrbc@brightok.net.  
www.nrcha.com

### **April 30-May 2, 2004**

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

### **April 30-May 2, 2004**

NRCHA Hackamore Classic  
Paso Robles, California  
Phone: 580-759-4949  
E-mail: nrcha@nrcha.com  
www.nrcha.com

### **June 3,4,5, 2004**

World's Greatest Horseman  
Amarillo, Texas

Phone: 580-759-4949

E-mail: nrcha@nrcha.com  
www.nrcha.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

### **July 7-11, 2004**

NRCHA Derby  
Paso Robles, California  
Phone: 580-759-4949  
E-mail: nrcha@nrcha.com  
www.nrcha.com

### **Sept. 21-Oct. 3, 2004**

NRCHA Futurity  
Reno, Nevada  
Phone: 580-759-4949  
E-mail: nrcha@nrcha.com  
www.nrcha.com

### **October 28-31, 2004**

National Riding Instructors Convention  
20th Anniversary  
Orlando, Florida  
Phone: 239-948-3232  
www.riding-instructor.com

### **November 11-14, 2004**

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