



AHP For the record

An association newsletter for members of American Horse Publications

Spring 2003

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



Tally Ho to Hunt Valley in 2003

American Horse Publications members are traveling to hunt country this year when attendees will convene in Hunt Valley, Maryland, on June 19-21, 2003, for their annual meeting and seminar. The Hunt Country Seminar plans to be another not-to-be-missed event. Barrie Reightler, immediate AHP Past President and Director of Publications of *Mid-Atlantic Thoroughbred*, has created the green and gold logo for the 2003 seminar.



gram is perfect for Marketing Professionals, Managers, and Publishers looking for new, easy-to-use, take-away ideas to improve their marketing efforts while controlling – even reducing – the budget!

In this 75-minute program, you will learn: 3 easy steps to developing a marketing plan; #1 web marketing secret to improve your Internet ranking; How to measure the success of your marketing efforts; 6 Secrets to never paying for advertising again; 3 techniques to excellent customer service; How to do market research without blowing the budget; 5 fabulous emarketing solutions to save you hundreds of marketing dollars.

Educational Sessions

Friday, June 20, 2003

9:30 - 10:15 a.m.

45 Super Ideas In 45 Minutes

Moderated by Frank Lessiter, American Farriers Journal

This fast-paced session is designed to provide attendees with a variety of profitable ideas and an opportunity to talk further with the panelists during the two-day conference. This was the most popular session in Park City last year. Panelists: Darrell Dodds, *Horse & Rider*; Jim Jennings, AQHA; Karen Pickering, *Northwest Horse Source*; and Christy West, *The Horse*

10:45 a.m. - 12:00 p.m.

Marketing Your Publication or Organization on a Shoestring Budget

Guest Speaker: Kirstin Carey, President of Orange Tree Training & Speaking Group

We've all heard the terms "value added service" and "customer focused marketing," but how do you add value and focus on your customer without going broke? This pro-

1:30 - 2:30 p.m.

Reinventing Print

Guest Speaker: Don Ranly, Professor of Journalism, Missouri School of Journalism

The Internet is here to stay! It's not going away, and it has changed everything. Do your publications look the same as they did five or 10 years ago? What have we learned from the Internet to make our publications more efficient and effective? In this session you will learn how to: write for the click-here reader; layer information for different people at different times; apply the rules for writing on the Internet to print; and produce a magazine that is reader-friendly and navigable.

1:30 - 3:30 p.m.

Improve Your Magazine: Ten-Step Self Critique

Guest Speaker: Rob Sugar, President and Creative Director, AURAS Design, Inc.

Bring your magazine with you and use it to conduct your own guided critique that

continued on page 2

Seminar *continued*

can help you evaluate ways that your magazine can be improved. Take the critique process back to your staff and use it as the consensus-building session that will encourage developing better ways for your magazine to fulfill its mission statement and provide more engaging and creative content to its readers. The self-critique analyzes your magazine's design, structure, creative content, accessibility, and brand identity. The critique scores your magazine on the: applicability of the magazine mission to its structure; effectiveness of design and branding; quality of typography and production; suitability of the cover, contents pages and department openers; structure of yearly calendar.

2:30 - 3:30 p.m.

Refrigerator Journalism: Part 1 How to Deliver Information That is Useful, Usable and Used

Guest Speaker: Don Ranly, Professor of Journalism, Missouri School of Journalism

In today's Internet world, in-a-hurry readers want practical information presented in the most efficient, effective, interactive and navigable way. Everyone -- writers, editors, designers, photographers, and illustrators -- must become concerned with the presentation of ideas. Learn the techniques of "refrigerator journalism" -- present information your readers will clip and stick on their refrigerators or bulletin boards.

4:00 - 5:00 p.m.

Refrigerator Journalism: Part 2 How to Deliver Information that is Useful, Usable and Used

4:00 - 5:00 p.m.

How to Value a Publishing Company

Guest Speaker: Scott Peters, Managing Director, The Jordan, Edmiston Group, Inc.

The publishing industry has served as one of the most active markets for mergers and acquisitions over the last fifteen years. This session will help you understand how to value your publishing business while highlighting critical issues that impact value. The session will include a formal presentation on publishing valuation as well as Q&A.

Saturday, June 21, 2003

9:30 a.m. - 12:00 p.m.

Sales Strategies for Competing Against the "Big Guy" Publishers

Guest Speaker: Carl Landau, President, NicheMedia

Carl Landau will discuss what it really takes to compete in a practical sense against large magazine publishers. What are the advantages that you have as a smaller niche publisher to gain ad pages against a larger

horizontal publisher? Part of the strategies will include: gaining demographic information with subscriber studies, unique distribution ideas, special issues that attract new advertising segments, targeted e-mails, and creative sales promotions that really work.

9:30 a.m. - 12:00 p.m.

Ranly Review: A Power-Point Presentation of American Horse Publications

Guest Speaker: Don Ranly, Professor of Journalism, Missouri School of Journalism

In this session, Dr. Ranly will lead a discussion of member publications by presenting covers, tables of content, editors' messages, letters to the editor, titles, captions, leads, features, etc. More specifically, Ranly will apply the principles and techniques of good magazine-making in the Internet age. Come join the fun!

1:30 - 2:00 p.m.

General Membership Meeting

2:00 - 4:30 p.m.

Evaluating Your Strategic Alternatives

Guest Speaker: Leo Subler, Managing Principal, Subler & Co.

'Evaluating Your Strategic Alternatives' is designed to help you step away from the day-to-day and assess your business strategy in the face of changing market dynamics and your own personal and professional goals. The seminar will ask and try to help you find answers to the following questions:

- ◆ What's happening in the market and with your competition? What implications does it have for the future of your business?
- ◆ How does your business stack up with others like it? What are industry 'best practices'? How might you employ them in your business?
- ◆ What are your personal objectives and priorities? Is your business strategy consistent with those objectives and priorities?
- ◆ Should your emphasis be on growth or profitability? Is internal growth or are acquisitions the better alternative? How about strategic alliances?
- ◆ Are you in business for the long haul or positioning the business for sale in the not-too-distant future? How should that impact strategy and the way you run your business?

2:00 - 4:30 p.m.

Freelancer/Publisher Workshop

Book It: An Author's and Publisher's Guide to Equine Book Publishing

Moderated by Jennifer Bryant and Audrey Pavia

Writers: Do you have an idea for an equestrian book but don't know how to get it published? Can you approach a publisher yourself, or do you need an agent?

Publishers: Can book publishing prove a lucrative addition to your core magazine-publishing business? Can you "recycle" a great series into a book? Can you publish yourself, or do you need a business partner?

In this roundtable session, published authors, acquiring editors, book publishers, and magazine publishers with book-publishing divisions will discuss these issues and more.

2:00 - 4:30 p.m.

Focusing on Customer Service

Guest Speaker: Bob Marino, Training Consultant

This seminar is devoted to the techniques used in providing total customer satisfaction. Publications and businesses increase sales and revenues by offering their clients prompt, courteous service. Satisfied clients will use our services again, recommend us to others and increase our market base. Emphasis will be placed on investigating how successful businesses use outstanding customer service to beat the competition, keep existing clients satisfied, and draw new customers.

Speakers

Kirstin Carey is President of Orange Tree Training & Speaking Group, a communications expert who trains and coaches professionals to improve their communications and presentation skills and to "give their work a little juice." Kirstin has a B.A. in Speech Communications and has been speaking to audiences for over a decade. The trainers in her company work with clients from companies such as AAMCO, American Cancer Society, American Express, Crozer-Keystone Health Systems, Dermik Labs, Merck Pharmaceuticals, the Social Security Administration, and Verizon. In addition to her Board positions for the Main Line Chamber of Commerce and the Association for Women in Communications, Kirstin is also a committee leader for the National Speakers' Association and the charity The Career Wardrobe. Kirstin is a columnist for ten on-line publications, and her latest communications book, *She Speaks, They Listen: Powerful Communications for Women*, is due for release this year. Her "tell it like it is" marketing book, *Marketing Your Small or Growing Business on a Shoestring Budget*, is available right now.

Kirstin is happily married to real estate investor, Tom Carey. The two enjoy spending time remodeling their 100-year-old home in Conshohocken or playing with their dog, Coal.

Dr. Don Ranly has been a professor of journalism at the Missouri School of Journalism for more than 28 years, where he heads the magazine program. He is a veteran presenter of more than 950 writing and editing semi-

nars and author of books on the subject. Don is internationally sought as a writing and publications expert. This will be his second appearance at an AHP seminar, having presented a full day session in Vail, Colorado, in 1997. This year, Don will present three separate sessions during the two-day conference.

Carl Landau is one of the most successful publishers in the niche magazine business. He has started five highly successful magazines and two conferences/tradeshows. He is presently President of Niche Media in Davis, CA. He teaches a creative approach to "magazine advertising sales seminar" across the country. For more information visit his website at <http://nichemania.com/>

Rob Sugar is President and Creative Director of AURAS Design, Inc. a firm specializing in publications design and corporate communications. As founder of the 20-year-old firm, Rob has been responsible for the design or redesign of more than 60 publications. He taught publication design for nine years at American University and continues to lecture on the subject at conferences, such as Folio, and publishing houses around the country.

Scott Peters is Managing Director at The Jordan, Edmiston Group, Inc. that has successfully completed several hundred transactions in the publishing and information industries and is the leading boutique investment bank serving these industries. Mr. Peters has represented consumer and business publishing, information and new media industry clients in a mergers and acquisitions advisory capacity for more than ten years. Since 1997, Mr. Peters completed more than 50 transactions representing over \$700 million in transaction value and played an instrumental role in many of The Jordan, Edmiston Group's signature transactions.

Mr. Peters currently serves as a Media & Entertainment Sector advisor to The New York City Investment Fund ("NYCIF"). NYCIF was founded by Henry R. Kravis and is a \$100 million, New York City-based private fund with a civic mission. Mr. Peters earned an MBA from Columbia Business School and a BBA from Babson College.

Robert F. Marino, Training Specialist, is a Fortune 500-seminar facilitator, developing and delivering Customer Service training seminars for large and small business in the Northeast area. For twelve years, Bob has been consulting for such businesses and educational institutes as Camden County College, Bell Atlantic, Pepsi Cola, 3M Corporation and Gloucester County College. Bob offers organizations, corporations and small businesses the opportunity to increase sales and client base by offering outstanding cus-

tomers service to their clients. Beat the competition and draw new business by practicing sound, basic business principals others may have forgotten.

Leo Subler is Managing Principal, Subler & Co. Over his twenty-year career as a strategy consultant and investment banker, Leo Subler has helped numerous senior executives, business owners and boards evaluate strategic alternatives and implement new business and financial strategies. His clients have included Fortune 1000 corporations as well as privately-held businesses and not-for-profit organizations. Recently relocated from Chicago to Middleburg, Virginia, he specializes in providing strategic and financial advisory services to the equestrian industry.

Jennifer Bryant and **Audrey Pavia**, moderators of the Freelancer/Publisher Workshop, have worked in book publishing as both authors and editors. Jennifer is the author of *Olympic Equestrian: The Sports and the Stories from Stockholm to Sydney* and co-author of *A Gymnastic Riding System Using Mind, Body, and Spirit*. She has edited many books and also has worked in acquisitions and permissions. Audrey is the author of *Horses for Dummies* and of numerous other books on animals and pet care, including *Rabbits for Dummies* and *Guinea Pig: An Owner's Guide to a Happy Healthy Pet*.

Schedule of Events

Wednesday, June 18, 2003

12:00 - 1:30 p.m.

Board of Directors Luncheon

Sponsored by Ryerss Farm for Aged Equines

1:30 - 5:00 p.m.

Board of Directors Meeting

Thursday, June 19, 2003

9:00 a.m. - 5:00 p.m.

Hunt Country Tour

Sponsored by the Appaloosa Journal, Maryland Horse Breeders Assn., The Equiery

7:00 - 9:00 p.m.

Welcome Reception

Hosted by Morgan Lightfoot

Sponsored by Brown Printing Company

Friday, June 20, 2003

7:00 - 9:30 a.m.

Registration

8:00 - 9:30 a.m.

Equine Industry Vision Award Breakfast

Sponsored by Pfizer Animal Health

9:30 a.m. - 5:00 p.m.

AHP Resource Center and Lounge

Student Award Fund Silent Auction

9:30 - 10:15 a.m.

45 Super Ideas In 45 Minutes

Moderated by Frank Lessiter, American Farriers Journal

Panelists: Jim Jennings, Christy West, Darrell Dodds and Karen Pickering

10:15 - 10:45 a.m.

Mid-Morning Break

Sponsored by Branch Smith Printing

10:45 a.m. - 12:00 p.m.

Marketing Your Publication or

Organization on a Shoestring Budget

Guest Speaker: Kirstin Carey

12:00 - 1:30 p.m.

Luncheon

Sponsored by Merial Limited

1:30 - 2:30 p.m.

Reinventing Print

Guest Speaker: Don Ranly

1:30 - 3:30 p.m.

Improve Your Magazine: Ten-Step Self

Critique

Guest Speaker: Rob Sugar

2:30 - 3:30 p.m.

Refrigerator Journalism, Part One

How to deliver information that is useful, usable and used

Guest Speaker: Don Ranly

3:30 - 4:00 p.m.

Mid-Afternoon Break

Sponsored by UK Equine Research Foundation and The Horseman's Visa Card

4:00 - 5:00 p.m.

Refrigerator Journalism, Part Two

Guest Speaker: Don Ranly

4:00 - 5:00 p.m.

How to Value a Publishing Company

Guest Speaker: Scott Peters

6:00 - 10:00 p.m.

AHP Doo Wop Hoof Hop

Celebrating Student Award 10th anniversary

Reception sponsored by American Quarter Horse Association

Dinner sponsored by Pfizer Animal Health

Saturday, June 21, 2003

7:00 - 9:00 a.m.

Registration

8:00 - 9:30 a.m.

Breakfast

Sponsored by Fancy Publications

9:30 a.m. - 3:00 p.m.

AHP Resource Center and Lounge

Seminar *continued*

9:30 a.m. - 12:00 p.m.

Sales Strategies for Competing Against the "Big Guy" Publishers

Guest Speaker: Carl Landau

9:30 a.m. - 12:00 p.m.

Ranly Review: A Power-Point Presentation of American Horse Publications

Guest Speaker: Don Ranly

10:30 - 11:00 a.m.

Mid-Morning Break

Sponsored by HorseCity.com

12:00 - 1:30 p.m.

Luncheon

Sponsored by Publishers Press

1:30 - 2:00 p.m.

General Membership Meeting

2:00 - 4:30 p.m.

Evaluating Your Strategic Alternatives

Guest Speaker: Leo Subler

2:00 - 4:30 p.m.

Freelancer/Publisher Workshop

Book It: An Author's and Publisher's Guide to Equine Book Publishing

Moderated by Jennifer Bryant and Audrey Pavia

2:00 - 4:30 p.m.

Focusing on Customer Service

Guest Speaker: Bob Marino

3:00 - 3:30 p.m.

Mid-Afternoon Break

Sponsored by Intervet, Inc.

6:00 - 7:00 p.m.

Awards Reception

Sponsored by Ariat International and Dover Saddlery

7:00 - 10:00 p.m.

Awards Banquet

Sponsored by Quebecor World TPC Group

Hunt Country Tour

American Horse Publications members will convene in Hunt Valley, Maryland, on June 19-21, 2003, for their annual meeting and seminar. Early arrivals will have an opportunity to visit the surrounding hunt country on the pre-seminar tour scheduled for Thursday, June 19. The Hunt Country Tour will include visits to the Maryland Hunt Cup race course, Shawan Downs, Sagamore Farms and Ladew Gardens. A brief paragraph on each attraction is included below to provide attendees with a sneak preview. All stops are within a 30-

minute drive of the Marriott's Hunt Valley Inn.

The full day bus tour will depart the Marriott's Hunt Valley Inn at 9:00 a.m. and return to the hotel by 4:30 p.m. The cost of the tour, which includes a box lunch and the tour of Ladew Manor, is worth \$40 per person. However, the cost will be reduced because of the generosity of sponsors including *Appaloosa Journal*, Maryland Horse Breeders Association and *The Equiery*, who want AHP members to have an opportunity to see the beautiful Maryland hunt country. Do not send your payment now. Attendees will be notified once the cost of the tour has been finalized.

To guarantee your reservations, please reply by May 1, 2003. Reservations received after May 1 will be on space available basis. Please sign up members and/or guests by relying May 1, 2003 to Chris at ahorsepubs@cfl.rr.com or ahorsepubs@aol.com or fax to 386-760-7728.

Maryland Hunt Cup is America's oldest and most challenging timber race. In 2003 the event will celebrate its 107th running and its 79th renewal over the exact same Worthington Valley course in place since 1922. Measured by the foxhunting field and contested over 22 post-and-rail and board fences up to 5-feet in height, spread over 4 miles of natural country, this race has drawn the horseman's horse, the superlative jumper and the authentic athlete.

Perhaps most extraordinary, the race is limited to horses ridden by amateur riders, a tradition that counts so much in the hearts of devoted Maryland Hunt Cup spectators. Although there was no prize money offered until the 1970s, only the revered Maryland Hunt Cup silver tankard and the glory of winning, the race today carries the highest purse, \$65,000, of any timber race in the country.

Shawan Downs is a first-class equestrian center and steeplechase course in northern Baltimore County. In the summer of 1997, the heirs to Shawan Farms decided to sell 300 acres of mostly inactive farmland near Hunt Valley. Unsettled by the growing likelihood that eager homebuilders would transform the tranquil acreage into a cluttered, bustling development, a group of local citizens acquired the property under the aegis of the Land Preservation Trust. The property is now preserved and the intention is to maintain its agricultural legacy, allowing no new residential development.

Over 10,000 people attended the Inaugural Running of the Legacy Chase at Shawan Downs on September 29, 2001. The daylong event featured a total of seven world-class steeplechase races with more than \$100,000 in purse money. Proceeds from the day's events were gifted to Greater Baltimore Medical Center.

It is likely that a jumping exhibition by a local steeplechase trainer will be arranged.

Sagamore Farm's sweeping landscape of white fences, red-roofed barns, racetrack and historic oval-shaped covered track comprises a landmark in the Worthington Valley of Baltimore County, Maryland. It has an unparalleled history as the private establishment of Alfred Gwynne Vanderbilt, who received a major portion of the property as a gift from his mother upon his 21st birthday in 1933. With the great racehorse Discovery as his foundation sire, Vanderbilt developed Sagamore into a first-rate Thoroughbred nursery that served as home to numerous champions, including the immortal Native Dancer, who made his entire stud career at the Maryland farm. In 1987, Vanderbilt sold Sagamore to current owner, Jim Ward.

Ladew Topiary Gardens is known around the world for its topiary and flower gardens. A self-taught gardener, Harvey S. Ladew (1887-1976) created 15 thematic "garden rooms" on 22 acres of his 250-acre Maryland property. Visitors frequently comment how Mr. Ladew's vibrant personality and vision is reflected in the unique design of his garden. The Garden Club of America described Ladew's garden as "the most outstanding topiary garden in America."

An ardent foxhunter since 1914, Harvey Ladew spent much time early in his life riding horses on Long Island. By the late 1920s this familiar turf had become too built up and he began to look for more open countryside. Ladew found it here, in the My Lady's Manor section of Harford and Baltimore Counties. In November 1929, he bought Pleasant Valley Farm, a 200+ acre property bordering the hunt club, "where I have been happy ever since," he wrote in the 1960s.

Pleasant Valley Farm included a frame farmhouse, which had been built by the Scarff family. Ladew immediately expanded it, adding a service wing and garage to the south and a series of rooms for entertaining to the north. One of the most unusual rooms he added is the Oval Library (complete with a secret door). Ladew kept several of the many outbuildings he found on the farm, adapting them to new uses. One old barn, for example, became his art studio--the former smokehouse is now the Card Room.

The Ladew Manor House is open for one-hour guided tours. An impressive collection of antique English furniture graces the rooms of this equestrian-inspired country house accented with paintings and fox hunting memorabilia. Mr. Ladew acquired everything in the collection.

The Nature Walk at Ladew opened in 1999 and is a 1.5-mile trail through the woods and fields of the Ladew property. In addition to educational stations along the trail, there is a short boardwalk through wet-

land forest and marsh. Tours are self-guided, aided by a printed map and descriptions of each station.

AHP Doo Wop Hoof Hop

Think pink, bobby socks, poodle skirts, dungarees and rolled-up t-shirts, and oh those greaser hairdos. AHP is getting lost in the 50s on Friday night, June 20th at the AHP Doo Wop Hoof Hop, a party to celebrate the 10th anniversary of the Student Award. The "hop" will be held at Frankie and Vinnies' Diner in Marriott's Hunt Valley Inn, a room filled with chrome and red vinyl, neon signs and a vintage car - everything to get us in the mood to dance and sing the night away to the tunes of the 50s.

The 50s gave us our own brand of American Idols like Frankie Avalon, Fabian, Bobby Darin, Annette, and Ricky Nelson. And Paul Anka softly sang "put your head on my shoulder" during many last dances. The decade of the 50s gave birth to Rock n' Roll and boy and girl groups like The Platters, The Drifters, The Chiffons, and Jan and Dean. We bopped and strolled, learned the hand jive, and danced to the music of Elvis, Dion and the Belmonts, Little Richard, and Chuck Berry. "A wop bop a loo bop, a lop bam boom" was music to our ears, and some of us were wearing those ears as mouseteeters to watch the Mickey Mouse Club.

So return with us now to the thrilling days of yesteryear, back to the days of Hopalong Cassidy, Roy Rogers, Howdy Doody and the Lone Ranger. The evening's entertainment will include a DJ, raffles, a dance contest, and a boy or girl group team competition among publications or organizations. The American Quarter Horse Association sponsors the reception and Pfizer Animal Health sponsors the dinner menu that will include a variety of diner favorites like burgers and fries, milkshakes and sundaes.

To be cool, you will have to show up dressed in your favorite 50s fashion. Otherwise, you may be labeled a party pooper. Need inspiration? Then rent "Grease" or watch re-runs of "Happy Days." And if you're too young to remember anything remotely from the 50s, ask your parents. You can also visit www.fiftiesweb.com or www.cruisinusa.com.

Seminar Headquarters

Seminar headquarters is the Marriott's Hunt Valley Inn, situated on 18 acres in the heart of picturesque Maryland hunt country and located within 35 minutes of the Balti-

more-Washington (BWI) Airport and only 15 minutes from downtown Baltimore. The Marriott's Hunt Valley Inn offers complimentary parking and 390 guest rooms, each equipped with remote-control TV, phones with voice mail, and data port. Onsite facilities include the Cinnamon Tree Restaurant, Hunt Cafe, Paddock Lounge, indoor/outdoor pool and health club. The Marriott's Hunt Valley Inn (www.Marriott.com) is located at 245 Shawan Road, Hunt Valley, MD 21031.

For hotel reservations, call 800-228-9290 or 410-785-7000. Be sure to mention you are with American Horse Publications. Cutoff date is May 28, 2003. Group room rate is \$109 single or double (plus 13% room tax).

If you plan to travel by car, the hotel is conveniently located at exit 20A at Shawan Road off I-83. There is plenty of free parking at the hotel. The drive between the airport and the hotel is approximately 20-30 minutes during non rush hours. If you prefer to take the shuttle from the airport, the BWI Supershuttle offers transportation service from Baltimore Washington Airport (BWI). The Supershuttle desk is located in Baggage Claim on the lower level. Travel time to the hotel is 35-45 minutes with no more than three stops. Fares are \$28.00 per person (one way); \$56.00 per person (roundtrip); \$10.00 for each additional person (one way); \$75 per van for exclusive 7-passenger van. This amount does not include gratuity. For more information or questions about the BWI SuperShuttle visit www.supershuttle.com. You do not need a reservation for arrival.

Registration

Seminar registration for AHP Members is \$225 and includes sessions, meals, Awards Banquet and Student Award Dinner. Additional registrants from the same company are \$175 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 enclosed or by contacting Chris at the AHP office, phone: 386-760-7743; e-mail: AHorsePubs@aol.com or online at www.americanhorsepubs.org. Visa and MasterCard will be accepted.

Sponsors

American Horse Publications is grateful to the many corporate sponsors whose continual generosity and support help us to provide members with an educational and memorable experience. AHP Sponsors for 2003 include:

Platinum Sponsors

Brown Printing Company
Welcome Reception

Pfizer Animal Health
Student Award Dinner
Equine Industry Vision Award

Quebecor World TPC Group
Awards Banquet

Gold Sponsors

American Quarter Horse Association
Student Award Reception
Internship Handbook

Craftsman Printers
Membership Directory

Merial Limited
Friday Luncheon
Merial Human-Animal Bond Award

Publishers Press
Saturday Luncheon

Silver Sponsors

Fancy Publications
Saturday Breakfast

Bronze Elite Sponsors

Ariat International

Dover Saddlery
Co-sponsors: Awards Reception

Life Data Labs
Awards Program Booklet

Bronze Sponsors

Appaloosa Journal
Hunt Country Tour

Branch-Smith Printing
Friday Mid-morning Coffee Break

Cowboy Publishing Group
Seminar banners

The Equiery
Hunt Country Tour

Equine Resources International
Seminar mugs

HorseCity.com
Saturday Mid-morning Coffee Break

Maryland Horse Breeders Association
Hunt Country Tour

Ryerss Farm For Aged Equines
Board Meeting Luncheon

Trueman Communications
Seminar souvenir

UK Equine Research Foundation/The Horseman's Visa Card
Friday Mid-afternoon Coffee Break

2003 Annual Award Contest entries reach an all-time high

Participation in this year's contest represented 88 AHP members and 893 entries, an increase of 70 entries over last year. Held since 1977, the AHP Annual Awards contest rules and procedures are reviewed every year for improvement, clarity, fairness and variety. Several changes were made by the Awards Committee to improve this year's contest. Of the 48 classes offered, only two classes, Black & White Editorial Design and Black & White Advertisement, were cancelled due to insufficient entries.

For the second year, the Merial Human-Animal Bond Award sponsored by Merial Limited, 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 2002 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 2003 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 Hunt Valley, Maryland, on June 21, 2003. The member publication, in which the article was published, will receive an engraved plaque.

Thirty professional judges placed the classes and provided 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, 2003.

Lexington, Kentucky site of AHP Seminar 2004

AHP Board of Directors held their winter meeting at Marriott's Griffin Gate Resort in Lexington, Kentucky in February. The meeting was scheduled at the hotel to assist the Board with their final decision for the site of the 2004 annual summer seminar. Marriott's Griffin Gate Resort is located 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 is situated near the Kentucky Horse Park. Dates for the 2004 seminar are June 10-13.

Industry News

Tufts University School of Veterinary Medicine offers courses

Hoofcare for the New Millennium - Exploring 'Natural' Hoofcare, directed by Tia Nelson, and including Tufts' Faculty Carl KirkerHead will be held on May 2-4, 2003 at Tufts University School of Veterinary Medicine. This clinic will provide an in-depth examination of the options available to veterinarians, farriers and educated owners. Course will encompass lectures, panel discussion, hands on labs and demonstrations. Cost is \$195 per person. Speakers: David Hood, DVM, PhD (Texas A&M), Robert Bowker, DVM, PhD (Michigan State), Mike Wildenstein, AwCF, CFJ (Cornell), and Mike Mooney, CFJ (Tufts).

Equine and Canine Chiropractic Course for the Veterinarian Practitioner, with Dr. Bud Allen, Dr. Patricia Provost, Dr. Allen Schoen, Dr. Kevin Haussler, Kerry Ridgway, and Dr. Judith Shoemaker, is scheduled in 4 Modules for June 5-8, June 26-29, July 24-27 and August 21-24, 2003 at Tufts University School of Veterinary Medicine. A combination of case based learning, lecture and hands on sessions will be used in this course. Cost is \$2,095 per person.

For more information, contact Continuing Education Department at 508-887-4723; susan.brogan@tufts.edu, web site: www.tufts.edu/vet/continuedu.

ApHC Gets Ready For Release of New Book

Appaloosa Legends, a new book by award-winning equine historian Frank Holmes, was released for preorders on Monday, March 3 at the Appaloosa Horse Club (ApHC). Preorders are for the hardcover limited edition that is expected for release on June 15. Only 2,000 copies of the hardcover edition will be available and will include a full-color dust jacket with a hand-numbered title page. Cost of each is \$29.95 plus shipping and handling. Soft cover books will be available at a later date. The book is a history and biography of 27 Appaloosa horses that have set the Appaloosa breed apart in the equine industry. With more than 350 photographs of people and horses, the book provides a unique read for all equine aficionados. The *Appaloosa Legends* order form is available online at www.appaloosa.com/pdfs/applegends.pdf or call (208) 882-5578.

CALENDAR OF EVENTS

May 30 - June 1, 2003
Western States Horse Expo
Sacramento, California
Phone: 800-352-2411
www.horseexpo.com

June 5-7, 2003
World's Greatest Horseman
Presented by Western Horseman
In conjunction with Cowboy Roundup USA
Amarillo, Texas
Phone: 580-759-4949
E-mail: nrcha@nrcha.com

June 20-21, 2003
Thoroughbred International Exposition & Conference
Lexington Center
Lexington, Kentucky
Phone: 502-896-0436
www.tiec2003.com

August 15-17, 2003
NRCHA Derby
Santa Ynez, California
Phone: 580-759-4949
E-mail: nrcha@nrcha.com

September 23-October 5, 2003
NRCHA Snaffle Bit Futurity
Reno Livestock Events Center
Reno, Nevada
Phone: 580-759-4949
E-mail: nrcha@nrcha.com

October 23-26, 2003
Certified Horsemanship Assn. (CHA) Annual Conference
Ward, Colorado in the Rocky Mountains
Phone 800-399-0138
www.cha-ahse.org

November 6-9, 2003
Equine Affaire
Eastern State Exposition
West Springfield, Massachusetts
www.equineaffaire.com

November 21-25, 2003
AAEP Convention
New Orleans, Louisiana
Phone: 859-233-0147
www.aaep.org

AHP's Student Award celebrates 10th Anniversary

In the past decade, American Horse Publications has seen a steady growth in participation from students seeking a career in equine publishing. In 1993, AHP named its first Student Award winner. In 1998, the association offered a Student Member category and developed the AHP Internship Handbook. Today, Student membership is at its highest with 32 members for 2003.

To gauge the success of these programs, you only have look at the staffs of AHP members. Through active pursuit of their careers, these individuals became involved in American Horse Publications through membership, internship or the Student Award, and made a place for themselves in our industry. Former student members like Teresa Jacobs, Equine Resources International; Lisa Munniksma, USDF; Heidi Nyland, *Horse & Rider*; Christy West, *The Horse*; Andrea Caudill, AQHA, and Janna Krajci, American Miniature Horse Association, have earned positions within their chosen fields. Former Student Award winners like Summer Ann Best, Seminole Feed; Jennifer Denison, *Western Horseman*; Stephanie Lynn Church, *The Horse*; and Michelle (Berg) Anderson, *Appaloosa Journal*, continue to serve as role models for future generations. Numerous college students have interned at AHP members through the AHP Internship Program

Last year, AHP introduced the Student Mentoring Program, which was designed to provide students with insight into a career in the equine publishing industry through interaction with AHP professionals. Over the long term, the goals of the Student Mentoring Program are: 1) to cultivate the interest of students in careers in the equine publishing industry, and 2) to prepare students for such careers through the receipt of industry knowledge and encouragement from AHP member mentors.

Connie Lechleitner is the chairman for the AHP Student Mentoring Program and reported on its status at the AHP Board Meeting in February. AHP's first two matches were introduced at the AHP Seminar in Park City last June. Both students were extremely excited about their matches and recent informal follow-up with both of them indicated that they remain enthusiastic and are hopeful to make site visits to their professional mentors' offices. Three additional matches were introduced via e-mail in November. These three students are all keeping in electronic touch with their mentors, some also by telephone, and are working toward in-person visits and answering their career questions. Since November, Connie has had

seven additional student requests, and has since introduced each student to their professional mentor. At that time, there were 13 student participants and 23 professional participants.

Help us celebrate in 2003

Support for the AHP Student Award Program comes from the annual silent auction and raffle held at the AHP seminar in Hunt Valley, Maryland. This year, silent auction items will be displayed and open for bidding in the AHP Resource Center from 9:30 a.m. to 5:00 p.m. on Friday, June 20. The raffle and announcement of auction winners will be held that evening at the AHP Doo Wop Hoof Hop that celebrates the 10th anniversary of the Student Award with a 50s

themed event in Frankie and Vinnies Diner at the hotel. American Quarter Horse Association sponsors the Student Award Reception, and Pfizer Animal Health sponsors Student Award Dinner.

Your donation will help AHP to spread the word to talented young people and motivate them to follow their dreams. This year, we would like donations to the silent auction and raffle to include 50s memorabilia, horse-related items with a hunt country theme, and Maryland-themed items. But, your donation is not restricted to any theme or type. An auction pledge has been enclosed with this newsletter and is also available by contacting Chris by phone at 386-760-7743 or by e-mail at ahorsepubs@aol.com.



Annual Equine Industry Vision Award Winner Selected for 2003

Pfizer Animal Health and American Horse Publications are proud to announce that a winner has been selected to receive the 2003 Equine Industry Vision Award. Sponsored by Pfizer Animal Health, the award is intended to recognize ingenuity and service. All of the 15 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, Stanley F. Bergstein, Don Burt, Dr. Frank Gravlee, Matthew Mackay-Smith, and Robert Vavra. The committee made the decision that all non-winning finalists would be automatically included in the 2004 list of nominees.

The 11 voting members of the AHP Board of Directors, plus a Pfizer Animal Health representative, voted on the winner at the AHP Board Meeting held in February in Lexington, Kentucky. 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, dedi-

cation 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 20, 2003 during the AHP Hunt Country Seminar in Hunt Valley, Maryland. 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.

Together, Pfizer Animal Health and AHP developed the Equine Industry Vision Award to create the first major award to showcase innovation across the equine industry. The award is intended not only to serve as a unique recognition of ingenuity and service, but also to benefit the industry by inspiring these qualities in others. Its purpose is to recognize outstanding leadership, creativity and meritorious contributions in the equine industry. The first recipient of the Equine Industry Vision Award was Alexander Mackay-Smith in 2002.

AHP MESSAGE BOARD

Nominations being accepted for the 2003-2004 AHP Board of Directors

Two terms will be available for the 2003-2004 Board of Directors. If you are interested in being considered or wish to nominate someone, please contact Nominating Committee Chairman, Barrie Reightler at (410) 252-2100; e-mail: breightler@marylandthoroughbred.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 21, 2003, at 1:30 p.m. at the Marriott's Hunt Valley Inn in Hunt Valley, Maryland, during the AHP Hunt Country 2003 Seminar.

AHP Who's Who

Congratulations to two AHP members, **Rudi Groothedde**, *California Thoroughbred*, and **Lisa Marie Wood**, *Texas Thoroughbred*, on their engagement. Rudi and Lisa met at the AHP seminar in San Matao, California, in 2001, so that's proof that networking really does happen at AHP gatherings.

An article by AHP Affiliate Member, **Stephanie Stephens**, was published in *Family Circle*, February 11, 2003, issue. The human-animal bond article titled, "How Fortune Saved My Life," told the story of the remarkable relationship between an owner and her American Quarter Horse, Fortune.

Carl Mullins, Cowboy Publishing Group, and his wife, Laurie, are expecting their first child in June.

Congratulations on the engagement of AHP member, **A.J. Mangum**, *Western Horseman*, and **Roy Jo Sartin**.

Past AHP President (1992-93), **Karl Little**, sends this message. "First of all, I want to thank you for keeping me on the mailing list. I have really enjoyed hearing news of old friends as they make headlines. I have also enjoyed observing the growth of the association. You and all of the leaders have done an excellent job promoting the association and developing the membership. I can remember when we entertained joint ventures with

LPC to gain clout with the hotels, etc. Small numbers certainly don't appear to be an issue. In fact, some of the quaint places we used to hold meetings would not be able to handle the larger, improved AHP. Keep up the good work and keep me on the list. I'd like to see everyone. Perhaps that will be possible the next time you or the group are in the neighborhood."

After leaving NCHA, Karl went back to school - ministry school. He works as general manager of print/manufacturing company producing hospital lab forms. However, he and his wife, Bonnie, will eventually be in full-time ministry. At this time they are ministering at the Gainesville State School, the Tarrant County Detention Center and at their home church. In his spare time Karl still enjoys archery and hunting and is going to Newfoundland in June to hunt black bear with a longbow. Karl would like to hear from some of the gang so please feel free to email him at klittle@cfait.com.

The 2003 *Nationwide Overnight Stabling Directory & Equestrian Vacation Guide* is available. The Directory has been published yearly since 1982 and includes 610 overnight facilities listed from coast to coast offered to traveling horsemen. The cost is \$29.45. For more information, contact: ETA-NR, P. O. Box 322, Arkansas City, KS 6700-0322; (620) 442-8131; www.overnightstabling.com.

New Member Profiles

PUBLICATION MEMBERS

The Canadian Horse Journal

Equine all breed, all discipline

Contact: Kathy Smith

Box 2190

Sidney, BC, Canada V8L 3S8

Phone: 250-655-8883

Fax: 250-655-8913

E-mail: kathy@horsejournals.com

URL: www.horsejournals.com

Equestrian Central

Missouri's all-discipline, all-breed monthly tabloid

Contact: Erin McGruder

P. O. Box 33

Harrisburg, MO 65256

Phone: 573-445-7999

Fax: 573-875-2066

E-mail: staff@eqcentral.net

URL: www.eqcentral.net

On Course Magazine

Geared to Midwest hunter-jumper world

Contact: Lory J. DeBeir

39W 725 Campton Hills Rd.

St. Charles, IL 60175

Phone: 630-584-3786

Times: in harness

Harness racing's influential, feature publication

Contact: Michael Miller

8125 Jonestown Road

Harrisburg, PA 17112

Phone: 717-469-2000

Fax: 717-469-2005

E-mail: publisher@TimeSite.com

URL: www.TimeSite.com

Young Rider Magazine

Horse magazine for young riders

Contact: Leslie Ward

P. O. Box 8237

Lexington, KY 40533

Phone: 859-260-9800

Fax: 859-260-9814

E-mail: youngrider@fancypubs.com

URL: www.youngrider.com

AFFILIATE MEMBERS

Rachel Hairston

Freelance writer and author

902 East 13th Street

Cameron, TX 76520

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Fax: 254-697-8269

E-mail: rhairston@tlab.net

New Member Profiles *continued*

Being a horse enthusiast all her life, a rider for over 20 years, and an active member of the equine industry for 5 years, Rachel was motivated to write articles on various equine topics. Her articles have been published in *Natural Horse*, *Renaissance*, and *Horse Talk* magazines. She has completed a book on general horse care for Sterling Publishing, Inc. scheduled for Fall 2003 release. Rachel is a full-time staff writer for the *Cameron Herald* and *Thorndale Champion* newspapers in Central Texas. Her buckskin mare inspires her involvement and dedication to the equine publishing industry.

Craig Harzmann

Freelance writer

1465 Valane Drive
Glendale, CA 91208-1741
Phone: 818-248-9156
Fax: 818-547-1400
E-mail: Trivet514@aol.com

Craig has been working as a freelance writer since the fall of 1998. In addition to his primary position as southern California correspondent for *The Blood-Horse*, he has also contributed regularly to *California Thoroughbred*. His work has also appeared in a handful of other publications over the last few years.

Kathleen M. Hunter

Consulting editor

K & D Hunter Associates, Inc.
6010 Hammock Hill Avenue
Lithia, FL 33547
Phone: 813-685-4167
Fax: 813-657-9708
E-mail: dmillho1@tampabay.rr.com

Kathleen is a lifetime horse enthusiast, amateur rider who continues to learn. She has developed a mobile tack service for repair, restoration and maintenance of leather horse gear. She is planning an equine publication and is an experienced editor as well.

Merri Melde

Equine photographer and freelance writer

Horse Productions by MER
17728 Los Alimos #A
Granada Hills, CA 91344
Phone: 818-363-1573
E-mail: chalkbox89@hotmail.com

Merri is a freelance photographer and writer, whose work has appeared in the *Texas Thoroughbred*, *California Thoroughbred*, *Endurance News*, *EQUUS*, and *The Horse*. Her background as a racetrack groom for 10 years in Washington, Minnesota and Ireland, and her travels provide the subject and backdrop for her work. She is based out

of Washington, but roams the US primarily west of the Mississippi.

Josephina Nor

Equestrian spokesperson for equestrian sports

P. O. Box 9110
Rancho Santa Fe, CA 92067
Phone: 858-759-0458
E-mail: phinanor@mac.com
URL: www.jnor.com

Josephina has been riding horses since she was a little girl and now aspires to make an Olympic show jumping team. In the process, she seeks to reach out to young riders and help them learn as she continues to grow and learn. With the help of Equestri, she intends to get involved with equine publications and businesses.

CORPORATE MEMBERS

Back In The Saddle

Contact: Geoff Wolf
570 Turner Drive, Ste D
Durango, CO 81303
Phone: 970-385-4575
Fax: 970-247-1104
E-mail: geoff@backinthesaddle.com
URL: www.backinthesaddle.com

The Back in the Saddle catalog offers unique and unusual products. Quality items include gifts, riding tights and apparel, jewelry, home decor, and miniatures for Breyer Horses.

The Horseman's Card

Contact: Mark A. Cole
P. O. Box 54711
Lexington, KY 40555
Phone: 859-264-9112
Fax: 859-264-9866
E-mail: moreinfo@horsemans.com
URL: www.horsemans.com

The Horseman's Card is a Visa credit card program to provide funding and awareness of equine health issues.

Rope The Moon Productions

Contact: Amanda Micallef
421 N. Rodeo Drive
Beverly Hills, CA 90210
Phone: 310-276-9559
Fax: 310-276-9449
E-mail: amanda@ropethemoon.net
URL: www.inawhisper.com

Rope The Moon Productions is an independent film and documentary production company that produces the Horse Whispering event and documentary "In A Whisper" in conjunction with Michaelson Productions.

US Rider Equestrian Motor Plan

Contact: Mark A. Cole
P. O. Box 54711
Lexington, KY 40555
Phone: 859-269-9797
Fax: 859-269-9933
E-mail: usrider2003@cs.com
URL: www.usrider.org

US Rider Equestrian Motor Plan is a member-based organization providing nationwide trailering assistance program for people traveling with horses.

STUDENT MEMBERS

Jessica M. Bieber

Texas Tech University
10306 County Road 2500
Lubbock, TX 79404
Phone: 806-745-9400
E-mail: txtech_raider@yahoo.com
Permanent address
4053 Windmill Ridge Circle
Ovilla, TX 75154
Phone: 972-775-1042

Jessica is the 2003 AHP Student Award Winner. She is pursuing a B.S. in Agricultural Communications at Texas Tech University. She has been involved with horses since 1989 through horse ownership, competition, organizational memberships and as an employee of three equine operations. She is interning this summer for *Carriage Driving World*. Upon graduation, she plans to enter the industry as a journalist for an equine magazine or breed association.

Emily Jean Gold

Virginia Tech
502 Sunridge Dr. Apt. #201
Blacksburg, VA 24060
Phone: 540-449-3395
E-mail: emgold@vt.edu
Permanent address:
280 Woodbine Lane
Mars, PA 16046
Phone: 724-776-2162

Emily attends Virginia Tech where she majors in animal science with an equine emphasis. An equestrian since age five, her riding experience is primarily in jumpers, but she has also ridden hunters, equitation, dressage and some western. Her articles have been published on various equine websites, as well as in local newspapers and the *Virginia Horse Journal*. Her career goal is to become a horse show reporter or editor of a major publication.

New Member Profiles *continued*

Jessica Lister

Otterbein College
8866 Lakefield Ct.
Galloway, OH 43119
Phone: 614-870-6844
E-mail: jmlister@hotmail.com

Jessica majors in equine science at Otterbein College. Her interest in horses began at an early age and she took her first riding lessons at age six. Racehorses became her passion and she now works with the leading trainer at Beulah Park. Photography is her second love and her photographs and drawings have been featured in local art shows throughout her high school and college career. Her goal is to pursue excellence in art and continue to submit photographs for publication and display.

Anna Montanucci

University of South Carolina
P. O. Box 81538, USC Campus
Columbia, SC 29225
Phone: 803-544-4905
E-mail: annamontan@yahoo.com

Permanent address:
321 Hickory Lane
Seneca, SC 29678
Phone: 864-654-1573

Anna attends the University of South Carolina majoring in English Literature with a minor in Spanish. She plans to acquire her Master's in print journalism, become a racetrack reporter, and later attain an editing position with a major horse racing publication. Interested in horse racing since she was eight, Anna has read extensively on all aspects of horses. Her background includes six years of dressage and hunt seat equitation.

Barbara Hunt Sheridan

McMaster University
30 Cottonwood Crt.
Ancaster, ON, Canada L9G 3W1
Phone: 905-648-5781
E-mail: huntsheridan@yahoo.com

Barbara is a graduate student at McMaster University taking courses in writing, English and history. She is pursuing a career in equine journalism.

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

AMERICAN HORSE PUBLICATIONS

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AHorsePubs@cfl.rr.com
Website: www.americanhorsepubs.org

Jessica Bieber wins 2003 AHP Student Award

Jessica Bieber of Lubbock, Texas, has been named the American Horse Publications 2003 Student Award Winner. She will receive a cash award of \$500 plus an all-expense trip to AHP's annual meeting and seminar held this year in Hunt Valley, Maryland. Jessica is a junior at Texas Tech University, where she majors in Agricultural Communications and has a 4.0 GPA. She is the daughter of Rick and Sharon Bieber of Ovilla, Texas.

The equine industry has been Jessica's passion for as long as she can remember. She has been involved since 1989 through horse ownership, competition, organizational memberships, and as an employee at three equine operations. She chose to attend Texas Tech University because of its outstanding agricultural communications program. This summer, she will be an editorial intern for AHP member, *Carriage Driving World*.

Upon graduation in May 2004, Jessica plans to enter the industry as a journalist for

an equine magazine or breed association. She also plans to attain her judge's card from several breed associations and continue competing her horse in hunter/jumper and eventing trials.

Jessica will be honored on Friday, June 20, 2003, at the Student Award Night held during the AHP Hunt Country 2003 Seminar in Hunt Valley, Maryland. This year's theme goes back to the 50s for the "AHP Doo Wop Hoof Hop." The evening will include a reception sponsored by the American Quarter Horse Association, a 50s diner menu sponsored by Pfizer Animal Health, and lots of 50s music and dancing. A silent auction to benefit the AHP Student Award Fund will be held from 9:30 a.m. to 5:00 p.m. on Friday in the AHP Resource Center.

Undergraduate college students pursuing a career in equine publishing are eligible to compete for the AHP Student Award. Applicants are scored on the following criteria: academics, relevant experience, skills/abilities, presentation of materials, and career

goals/assertiveness. The Student Award Contest is designed to award the student who scores the highest overall. AHP Affiliate member, Steven Price, judged this year's contest. Steve has been an equestrian author, journalist and editor for 30 years. The author of 21 books, 16 of which involve horse-related subjects, he is consulting editor at The Lyons Press and contributing editor to *Practical Horseman*. All Student Award applicants will receive a complimentary Student membership and complimentary seminar registration for the Hunt Country 2003 Seminar.

Students who will be a junior or senior at the start of the 2004-2005 undergraduate college year, with at least one semester before graduation, may request a brochure and application for the 2004 Student Award contest this fall.



American Horse Publications Student Award Fund Silent Auction & Raffle

Friday, June 20, 2003, during the AHP Hunt Country 2003 Seminar
at Marriott's Hunt Valley Inn in Hunt Valley, Maryland

Here's your opportunity to support a worthy cause and celebrate the 10th anniversary of the Student Award Fund, which encourages young people to become a part of our industry.

**Sorry! We will be unable to accept any last minute donations.
Please complete this form and return to the AHP office by June 13**

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If you plan to ship items to the hotel, you must mark your packages with the following:

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ATTN: Christine Brune, Guest arriving 6/16
and/or Kristin Goorevitz, Event Manager
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245 Shawan Road
Hunt Valley, MD 21031
Phone: 410-785-3900
3. INCLUDE COMPLETE RETURN ADDRESS
4. MARK NUMBER OF BOXES
Ex: Box 1 of 1, Box 1 of 2, etc.

Items

This year we would like to offer 50s memorabilia, hunt country horse-related, or Maryland-themed items, but you are not restricted to any theme or type. (Important—Please indicate estimated value of each item.)

Please complete this form and send to:

AHP AUCTION
 49 SPINNAKER CIRCLE
 SO. DAYTONA, FL 32119
FAX (386) 760-7728

E-mail: AhorsePubs@aol.com

*On behalf of American Horse Publications,
thank you for your generosity.*

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JUNE 19-21, 2003

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MEMBER REGISTRATION FEES

Registration fee includes all sessions PLUS meals including the Student Award Dinner and the Annual Awards Banquet.
Guest charges are listed below.

	NO.	COST	TOTAL
AHP MEMBER BEFORE 6/13/2003		\$225	
ADD'L MEMBER SAME PUBL/COMPANY BEFORE 6/13/2003		\$175	
AFTER 6/13/2003 ADDITIONAL CHG.		\$25	
NON MEMBER		\$325	
STUDENT		\$125	
FRIDAY ONLY INCLUDES STUDENT AWARD DINNER		\$125	
SATURDAY ONLY INCLUDES AWARDS BANQUET		\$125	

A LA CARTE CHARGES FOR GUESTS, FAMILY AND SPONSORS

	NO.	COST	TOTAL
FRIDAY BREAKFAST		\$15	
FRIDAY LUNCHEON		\$25	
STUDENT AWARD DINNER		\$45	
SATURDAY BREAKFAST		\$15	
SATURDAY LUNCHEON		\$25	
AWARDS BANQUET		\$50	

Costs for Hunt Country Tour will be charged separately.

TOTAL AMOUNT ENCLOSED: _____

CANCELLATION POLICY: No-shows will not be refunded.
Cancellations will not be refunded after **JUNE 13, 2003.**

DIRECT QUESTIONS TO:
CHRIS BRUNE (386) 760-7743 Fax: (386) 760-7728
OR E-mail: AhorsePubs@aol.com
www.americanhorsepubs.org