



AHP For the record

An association newsletter for members of American Horse Publications

Summer 2003

AHP 2003-2004 Board of Directors

President: Doug Hayes
The American Quarter Horse Journal
The American Quarter Racing Journal

1st Vice President: Sue Copeland
Horse & Rider

2nd Vice President:
Deborah Taylor
UK Gluck Equine Research & Service Report

Executive Board Members:

Connie Lechleitner
Ohio Quarter Horse News

Carl Mullins
Cowboy Publishing Group

Immediate Past President:

Frank Lessiter
American Farriers Journal

Executive Director:

Christine W. Brune

Directors

Jennifer Bryant
Affiliate member

Kimberly Herbert
The Horse: Your Guide To Equine Health Care

Dean Hoffman
Hoof Beats

Sandy Kucharski
The Sentinel

Lindsay Serrell
Maverick Press

Pat Trowbridge
Fancy Publications

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
Web Site:

www.americanhorsepubs.org

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

AHP elects Board of Directors for 2003-2004

AHP members elected the slate of officers and directors recommended by the Nominating Committee at the General Membership Meeting held on June 21, 2003 in Hunt Valley, Maryland.

The Executive Board consists of the President, First Vice-President, Second Vice-President, and two Executive Board members. The Executive Director serves as Secretary-Treasurer. Traditionally, Officers move up to the next office. The current President becomes the Immediate Past President and a Director is recommended as the second Executive Committee Member. This is an extremely important position as it is assumed the individual will be able to perform active duties for the next five years. The individual must be willing to eventually serve as President and actively participate in association activities and planning. Second Vice President is in charge of judging the Student Award Contest, First Vice President is the seminar chairman, and the President is responsible for judging the Awards Contest.

Notification of Board Nominations was sent to members by e-mail and published in the Spring 2003 newsletter. The Nominating Committee, which consists of past presidents of AHP and chaired by Barrie Reightler, reviewed several candidates and presented their recommendations at the General Membership meeting in Hunt Valley.

Special recognition was given to Stacy V. Bearse, who retired from the Board after nine years as a Director. Stacy was instrumental in developing the AHP website and served as its Webmaster un-

til September 2002. "My experience with AHP has been overwhelmingly positive. It has made me a better publisher, and brought wonderful new friendships into my life," said Stacy.

The following is the list of the newly elected 2003-2004 Board of Directors:

Doug Hayes President

Doug joined the AQHA staff as Advertising Sales Representative and three months later, he was promoted to Ad Sales Director for *The Quarter Horse Journal* and *The Quarter Racing Journal* (now *The American Quarter Horse Journal* and *The American Quarter Horse Racing Journal*). His title has changed a couple of times over the years and another magazine and the Internet have been added to his responsibilities.

He became involved with AHP in 1982 and, in 1997 he was elected to the Board as a director. He has attended many AHP seminars since his initial involvement in the early 1980s and all of them since the early 1990s.

"AHP has been a wonderful source of information and encouragement," says Doug. "So many times, through the years, I've been able to contact people from other publications in our industry to find out how to handle certain things and have received much-needed help. I doubt I would have felt comfortable doing that if it weren't for the camaraderie I've come to enjoy through my involvement in AHP. Of course, along with developing relationships with industry leaders, I've also benefited from educational programs presented at the annual seminars. AHP offers a common

continued on page 2

Board members *continued*

ground and a non-competitive environment. It brings us together for the good of the whole.”

Sue Copeland

First Vice President

Sue is the former editor for *Horse & Rider*, having started with them in 1988. She stepped back from the editorship several years ago and currently is an Editor-At-Large for *Horse & Rider* and Contributing Editor for *Practical Horseman*. She has also done consulting work for Primedia Equine Network and their website, EquiSearch.

Sue is an award-winning magazine and book author. She is the creator/editor of the AHP-award-winning *Hands-On Horse Care*; creator/co-author of *Hands-On Dog Care*; co-author of *Longevity Training with Lynn Palm*, based on an AHP-award-winning training series; and co-author of *Hands-On Senior Horse Care*.

She became a Board member in 1997. She currently serves as chairman of the Seminar 2004 Committee.

Sue says she finds AHP of terrific value as an information, education, and networking resource, and appreciates the opportunity to tap into that network to help share the equine publishing industry's vast bank of experience. “AHP also provides great mentoring benefits. The awards aspect is, well, rewarding. Most of all, I enjoy the opportunity to work with and meet the wonderful folks who make up our present--and future--membership.”

Deborah Taylor

Second Vice President

Since 1986, Deborah has served as the Executive Director of the University of Kentucky Gluck Equine Research Foundation, where she has written and published the *UK Gluck Equine Research & Service Report*, as well as various brochures and materials. She joined AHP after attending her first national conference in 1990, when Chris Brune was President.

In 1991, she took a year's leave of absence from the University to serve as the Director of Development for the United States Equestrian Team, Inc., in Gladstone, New Jersey.

In addition to her profession, Deborah has been involved in volunteer work in the horse industry, serving on the Kentucky Horse Council (President) and the American Horse Council, lobbying for the industry in both Kentucky and Washington D.C., and serving on

various equine industry boards and organizations.

She became an AHP director in 1998. Deborah currently serves as chairman of the Student Award Contest Committee. As a member of the Growth Study Committee, she handled the tabulation of the most recent AHP Member Survey.

Connie Lechleitner

Executive Board Member

Connie is editor of publications for the Ohio Quarter Horse Association, including the *Ohio Quarter Horse News* membership magazine and the Souvenir Program for the All American Quarter Horse Congress. In addition, her duties include media relations for the Congress and managing the OQHA web site. Connie has been a member of AHP for over 15 years and joined the Board in 2000. She is currently the chairman of the Student Mentoring Committee.

As a one-person publication staff, Connie has found the interaction with other equine publication professionals to be a great rejuvenation each year during the conference. “There is a feeling like we are all in this thing together, and often share some of the same obstacles,” she says. “I always come back with some great ideas from the educational sessions as well as from my discussions in the hallways with other AHP members. AHP is absolutely my favorite organization of any that I have ever belonged to.”

Carl Mullins

Executive Board Member

Carl, who is currently Equine Group Publisher for Morris Communications, came to work at *Quarter Horse News* in Fort Worth, in early 1995. Since joining Morris Communications, Carl has seen their equine group grow to include *Barrel Horse News*, *Women's Pro Rodeo News*, *The Horsetrader*, *Horsecity.com*, *The Horsemen's Yankee Pedlar*, and *Western Horseman*.

Quarter Horse News has been a member of AHP for more than 10 years and Carl became involved as a seminar attendee in 1996. He was elected to the AHP Board in 1999. “I have found it to be a real honor to work with Chris and the other members of the Board,” says Carl. “My time spent on AHP activities has not only been enjoyable, but fulfilling as we strive to find more ways to add value to the AHP membership and to increase the level of participation within the organization.”

Carl serves as chairman of the Equine Industry Vision Award Committee.

Frank Lessiter

Immediate Past President

Frank has been editor of *No-Till Farmer* since 1972 and bought the publication and launched Lessiter Publications in 1981. Currently, in addition to *No-Till Farmer*, he publishes *American Farriers Journal*, *Winning Hoops*, for basketball coaches, and *Gridiron Strategies*, for football coaches.

Frank became an AHP Director in 1995 and served as President in 2002-2003. He initiated and moderated the “45 Super Ideas in 45 Minutes” session at the past two seminars.

Jennifer Bryant

Director

Jen is the AHP's inaugural Affiliate member board director. In 1999, the by-laws were revised to allow affiliate members to serve on the Board of Directors and Jen was elected in 2000 and re-elected in 2002. She has been a member of AHP since 1994.

She is a former editor of *Dressage & CT* and *Hoof Print* magazines, and she has been a full-time freelance writer and editor since 1998. She currently edits the U.S. Dressage Federation's member magazine, *USDF Connection*. Among the other AHP member publications to which she contributes are the *Paint Horse Journal*, *The Horse: Your Guide to Equine Health Care*, and *Western & English Today*. She is the author of *Olympic Equestrian: The Sports and the Stories from Stockholm to Sydney* (Eclipse Press, 2000). Trafalgar Square Publishing published her latest book, *A Gymnastic Riding System Using Mind, Body, and Spirit: Progressive Training for Rider and Horse*, which she co-wrote with well-known dressage trainer and rider Betsy Steiner.

Jennifer has been the moderator of the freelancer/publisher workshops at the AHP seminar for several years. She encourages freelance equine journalists and photographers to join AHP as Affiliate members, having herself found the networking and educational opportunities to be invaluable. As the Affiliate board-member representative, she brings freelancers' needs and concerns to the board and works to facilitate the development of mutually beneficial relationships among publishers, editors, and freelance contributors.

Dean Hoffman

Director

Dean is the Executive Editor of *Hoof Beats* magazine, an AHP founding publication member. He was elected to the Board of Directors in 1995 and re-elected in 2001. He is currently the chairman of the Membership Development Committee.

Kimberly Herbert

Director

Kim is editor of *The Horse* and was recently elected to the AHP Board in June 2003. She served on the Growth Study Committee and is currently the chairman of the Electronic Media Committee.

"I have been a member of AHP through *The Blood-Horse* for 23 years. At this time in my career, and at this time in the growth and development of AHP, I think some of the talent, skills, and knowledge that I've acquired over the years would allow me to be of assistance to accomplishing the AHP's goals. I want to become more involved in equine publishing at this point when there are numerous opportunities and challenges inherent in our industry. It's a great time for growth in some areas, and a smart time for stewardship in others. We have a wonderful community in equine publishing, and I look forward to helping our community grow and face the issues that are ahead."

Sandy Kucharski

Director

Sandy has held the position as editor of *The Sentinel* since 1995, which is the same year she became involved as a member of AHP. The second newest di-

rector, she will serve on the Student Award Contest Committee.

During the past nine years, she has attended all but two seminars. She manned the AHP Newsstand booth at the Midwest Horse Fair in Madison, Wisconsin, when AHP had a booth there.

"Even in that relatively short period of time, I've seen a lot of growth and I am excited about the direction the association is heading. As an active 4-H/youth education advocate, I'm supportive of programs that help students find out about and obtain careers in their area of interest."

"As someone who runs a "one person" office, I have some background in most aspects of publishing and know that each of those areas is important to our members. I'm definitely of the opinion that AHP has been very beneficial for me and I'd like to help in any way I could as a Board member to keep the great programs, seminars and resources available for current and new members."

Lindsay Serrell

Director

Lindsay is publisher of *Maverick Press*, a monthly regional all-breed/all-discipline equine newspaper. She has been an AHP member since 1996 and was elected to the Board in 2002.

She has regularly attended and participated in the annual seminars, served on the Growth Study Committee and is currently serving on the Membership Development Committee.

"Colorado is an area where the horse industry is growing and there are several publications, associations and universi-

ties all specializing in equine related matters. I have encouraged several people from Colorado to attend the annual meeting and believe that I will be a good liaison between the Board and the members."

Pat Trowbridge

Director

Pat's involvement in the equine publishing world began when he accepted the position as Advertising Sales Representative for *Horse Illustrated* magazine. He became the Advertising Director for all equine titles for Fancy Publications in 1998. In 1999, Pat had the opportunity to be given the challenge of Group Advertising Director for the equine, canine and feline publications for Fancy. He was promoted to Director, Corporate Special Projects in January of 2003. Pat serves as chairman of the Sponsorship Committee and is an active participant in planning the seminar and Student Award Night activities.

Horse Illustrated has been a member of AHP for seven years and Pat attended his first seminar in 1999.

"The members that I have met have made me feel welcome and I look forward to a very rewarding experience." He feels the benefits of being a member of AHP give a person the opportunity to meet their peers and really have quality time and share experiences and information. "There seems to be a great deal of respect for each other and it also gives individuals the opportunity to really get to know each other and become friends."

Collecting stars paid off in Sponsor Lottery

For the second year, AHP held the Sponsor Lottery during the Hunt Country Seminar in Hunt Valley, Maryland. Each sponsor was given stars to distribute at their function. Attendees collected these stickers to place on their Sponsor Lottery Card. If members missed a function, they lost the opportunity to improve their chances to win a special Grand Prize raffled during the Awards Banquet on Saturday night.

The winner-takes-all Grand Prize included a wide variety of items including

a horse shoe from *Seabiscuit* the movie with a certificate of authenticity from Farnam Companies, tee-shirts and Zimectrin from Merial, books and polo shirts from Fancy Publications, a Fossil watch from Quebecor World TPC Group, a foxhunting model set from Breyer Animal Creations, a West Texas gift basket from Craftsman Printers, and a 50s theme bag of goodies and a Maryland gift basket from AHP.

There were plenty of star-collectors at each event and by Saturday evening,

attendees were redeeming their star-filled cards for one raffle ticket for every sticker. Grand Prize Winner was Bill Garne of Leather Goods of Spain, who was attending his first AHP seminar with his wife, Lilo Navales. Thankfully, the couple had driven to Hunt Valley, so they could load all their goodies into the car.

American Horse Publications appreciates the Corporate member sponsors who continue to support the association in many ways. Sponsors for the Hunt Country 2003 Seminar not only sponsored events and the lottery, but they also provided numerous giveaway items to attendees. No one went home empty-handed.

AHP awards excellence in equine publishing



Doug Hayes, Jim Jennings and Duward Epps accept the General Excellence Overall Publication Award presented to The American Quarter Horse Journal.

Photo credit: Daniel K. Lew

Foxhunting was an appropriate theme for the American Horse Publications annual awards presentations which were held on June 21, 2003, during the Hunt Country Seminar in Hunt Valley, Maryland. The event opened with a foxhunting game during the reception co-sponsored by Ariat International and Dover Saddlery which was followed by the Awards Banquet sponsored by Quebecor World TPC Group. Breyer Animal Creations sponsored the beautiful foxhunting centerpiece that featured Breyer model horses and hounds. One lucky attendee at each table took the centerpiece home.

The coveted General Excellence Award is presented to publications who fulfill their statement of purpose and show excellence in editorial content and design. Honorable mention was presented in classes with over five entries. General Excellence in the Newsletter category was presented to *TBH Market-Watch*, a bimonthly newsletter for Thoroughbred investors, published by Blood-Horse Publications. General Excellence in the Tabloid/Newspaper category went to *Thoroughbred Times*, a national newsweekly tabloid of Thoroughbred racing. *Horsemen's Yankee Pedlar*, a regional all-breed, all-activity tabloid received honorable mention. Winning General Excellence Association Magazine 15,000 and under was *The American Quarter Horse Racing Journal*, an official publication of the American Quarter Horse Association, with honorable mention to *Hoof Beats*, an international monthly harness racing magazine, and *The Texas Thoroughbred*, a state bimonthly Thoroughbred racing magazine. The Association Magazine 15,000 and over class winner was *The American Quarter Horse Journal*, an official publication of the American Quarter Horse Association, with honorable mention to *The Blood-Horse*, a weekly international Thoroughbred racing and breeding magazine, and *Paint Horse Journal*, a monthly Paint Horse magazine. The winner of the General Excellence for State or Regional Publication was *Mid-Atlantic Thoroughbred*, a monthly regional Thoroughbred magazine, with honorable mention to *California Thoroughbred*, a Thoroughbred breeding and racing publication. In the category for Self-Supported Magazine with circulation under 15,000, the win-

2003 Sponsors

American Horse Publications is grateful to the many Corporate member sponsors whose continual generosity and support help us to provide members with an educational and memorable experience.

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

Craftsman Printers

Membership Directory

Merial Limited

Friday Luncheon

Merial Human-Animal Bond Award

Publishers Press

Saturday Luncheon

Silver Sponsors

American Quarter Horse Assoc.

Student Award Reception

Fancy Publications

Saturday Breakfast

Farnam Companies

Resource Center

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

Breyer Animal Creations

Award Banquet Centerpieces

Cowboy Publishing Group

Seminar Banners

The Equiery

Hunt Country Tour

Equine Resources International

Seminar Mugs

HorseCity.com

Saturday Mid-morning Coffee Break

Intervet

Saturday Mid-afternoon Coffee Break

Maryland Horse Breeders Assoc.

Hunt Country Tour

Ryerrs Farm For Aged Equines

Board Meeting Luncheon

Trueman Communications Group

AHP Media Credentials

UK/Gluck Equine Research Foundation

Friday Mid-afternoon Coffee Break

ner was *Western & English Today*, a bi-monthly retail trade magazine, with honorable mention to *Rocky Mountain Rider Magazine*, a Rocky Mountain all-breed horse magazine. *EQUUS* won the General Excellence for Self-Supported Magazine with circulation 15,000 and over. PRIMEDIA Equine Group also publishes the honorable mention in this class, *Horse & Rider*, a monthly how-to western training and instruction magazine. All winners in the General Excellence classes were eligible for the General Excellence Overall Publication award and were judged by a separate judge. The award was presented to *The American Quarter Horse Journal*.

A laser engraved plaque was presented to the first place winners in every class. Certificates were awarded for second place in classes with 5-10 entries and third place in classes with 11-15 entries. Honorable mention certificates were awarded in classes where there were more than 15 entries. A Certificate of Achievement was provided for the author, designer, photographer or illustrator who placed in the top three in each class. Member publications achieving multiple honors in a variety of categories included *EQUUS* with 10 awards; *The Chronicle of the Horse* and *Horse & Rider* with 9 awards each; *The American Quarter Horse Journal* with 8 awards; *Arabian Horse World*, *Hoof Beats* and *Paint Horse Journal* with 7 awards each; and *The Blood-Horse* and *The American Quarter Horse Racing Journal* with 6 awards each.

Corporate members who placed well in this year's competition included **Rhea & Kaiser Marketing Communications** who won first and second in the Corporate/Affiliate Advertisement class. **Pfizer Animal Health** placed third in this class. In the Equine-Related Book class, **Storey Publishing** received third, **Blood-Horse Publications** and **Trafalgar Square Publishing** were awarded honorable mention.

The work of several Affiliate members was recognized. **Denise Steffanus** authored "Gut Feeling," published in *The Texas Thoroughbred*, the first place article in Horse Care circulation under 15,000, and "Fencebusters," published in *The Michigan Thoroughbred*, the second place article in Personal Column circulation under 15,000. **Craig Harzmann** took third place in Personality Profile circulation 15,000 and over for his article, "Changing Seasons," published in *The Blood-Horse*. **Stephanie Stephens'** article "A Man Ahead Of His Time - Remembering Victor Hugo-Vidal, earned

an honorable mention for *Equestrian Magazine* in Personality Profile circulation 15,000 and over. **Eliza McGraw** received honorable mention in the Personal Column circulation 15,000 and over for her article, "Ways And Means" published in *EQUUS*. **David Stoecklein**, won with his book, *The Performance Horse—A Photographic Tribute*. He also photographed the third place photograph published in *The Horse* in Open Color Editorial Photograph. **Sue Brown** received recognition for her work on the Pfizer Animal Health third-place entry in Corporate/Affiliate Advertisement. **Douglas Lees** placed first and second in Open Black and White Editorial Photograph and was also the photographer for the *In & Around Horse Country* cover that received honorable mention in Tabloid/Newspaper Cover Page.

This year, Electronic Publication members were eligible to enter two new online editorial content classes as well as the Electronic Publication class. **The-Horse.com** received first place in the Electronic Publication class and **Blood-horse.com** placed second. **Equi-Search.com** won the Online News Reporting Article with "National Horse Show Leaves Garden" by Nancy Jaffer and Online Service to the Reader Article with "Equine Nutrition In The 21st Century" by Dr. Judith Reynolds. **HorseCity.com** placed second in Online News Reporting Article for "Americans Soar As Never Before At WEG Dressage" by Heather Bailey.

Two Student members were honored for their entries in the new Student Equine-related Journalism class. **Julia Bates** placed first for her article, "Fostering Healing With Horses" and **Kathryn Navarra** received second for her article, "Leadership Key To Keeping Horse Industry Vital."

The Merial Human-Animal Bond Award was presented for the second year to the one article out of 18 entries that best reflected and promoted the strengthening of the relationship between horses and people. Entries in the Merial Human-Animal Bond Award class were judged for exceptional quality and on the ability to convey the special relationship between man and horse and connect with the reader. AHP members were allowed to enter only one entry in this class. The winner of the Merial Human-Animal Bond Award is the author of the article who received a special engraved trophy presented by Merial. The member publication, in which the article was published, received an

engraved plaque. Dr. Frank Hurtig, Manager, Equine Veterinary Professional Services, was on hand to present the Merial Human-Animal Bond Award. The winner was **Dean Hoffman** for his article "Presidential Performer," which was published in *Hoof Beats*, November 2002 issue.

The 2003 competition, which was for material published in or by member publications in 2002, drew a total of 893 entries from 88 members. AHP President, Frank Lessiter and the staff at *American Farriers Journal* performed the responsibility for processing the entries and acquiring the judges. The President's publication is ineligible for the contest, however entries from the year 2002 may be entered in the 2004 contest. This year's slate of judges included 30 professionals. A complete list of the winners is published online at the AHP website and is included in the 2003 Annual Awards Program sponsored by Corporate member, **Life Data Labs, Inc.** P. O. Box 349, Cherokee, AL 35616.

The Awards Committee will review the current contest rules and procedures for improvement, clarity, fairness, and variety. Rules for the 2004 Annual Awards Contest for material published in 2003 will be sent to members in early December.

Mark your 2004 calendar for Lexington, Kentucky

The 2004 American Horse Publications annual seminar and meeting will be held on June 10-12 at the Marriott's Griffin Gate Resort in Lexington, Kentucky. The hotel is set in the rolling green meadows of Kentucky's horse country and within 15 minutes of the Lexington Bluegrass Airport and approximately one-hour's drive from Cincinnati and Louisville. The hotel offers complimentary shuttle from the Lexington airport and complimentary on-site parking. Hotel amenities and services include: full business center, Hertz rental car desk, four restaurants and lounge, indoor and outdoor pool, health club, whirlpool, sauna, tennis, spa services, and golfing. Group room rates are \$104 single or double. Activities for the seminar will include a full day pre-tour on Thursday, June 10.

Second annual Equine Industry Vision Award given to Don Burt

EQUINE INDUSTRY VISION AWARD

Pfizer Animal Health and American Horse Publications are proud to announce that Don Burt has been named as the recipient of the second annual Equine Industry Vision Award. This unique distinction is the first major award to showcase innovation across the equine industry and to recognize ingenuity and service within the horse world. The award was presented to Burt during the American Horse Publications Hunt Country Seminar in Hunt Valley, Maryland.

"Receiving this award is truly one of the high points of my career," said Burt. "I was completely taken aback by it—I wasn't even aware I had been nominated by Jim Jennings!"

Burt has spent over 50 years living and working as a member of the horse industry and his efforts have been felt across disciplines. For nearly a half century he has been involved in the American Quarter Horse Association (AQHA) as an exhibitor, judge and a member of numerous committees.

Burt served as a judge for the AQHA World Championship Show seven times and he judged at the youth version of that event three times. He also represented California as a director for the AQHA and in that capacity served as chairman of the Show and Contest Committee, vice chairman of the International Committee and a member of both the Professional Horsemen's Council and the Racing Council. In 1992 he was elected to the AQHA Executive Committee and became president of the AQHA in 1996.

"I've been proud to serve the AQHA for nearly 50 years in many different capacities," said Burt. "But I think the highest point of my career was the opportunity to serve as president of the association."

Burt's influence ranges wider than the AQHA, however. His involvement in the industry began in the early 1930s in Burbank, CA. His family's stable included champion Saddlebreds, fine harness horses, ponies, jumpers and stock horses.

Burt became involved in the American Horse Shows Association (AHSA—now USA Equestrian), and won national championships in all divisions. He was named AHSA Judge of the Year 10

different times and served as the Assistant Vice President/Western States for the organization.

Burt also helped shape the face of equine sport in the state of California, acting as chairman of the Governor's Advisory Commission on Equine Legislation for California, President of the California Horse Council and the Pacific Coast Horse Shows Association, chairman of the Horsemen's Advisory Council for the City of Los Angeles and as a member of the California Professional Horsemen's Association.

Most recently, Burt has been recognized for his efforts to bring reining into international competition by spearheading the sport's approval as an official event by the Federation Equestre Internationale (FEI). Beginning work on this undertaking in the 1980s, Burt first worked individually with members of the AQHA, United States Equestrian Team (USET), AHSA and National Reining Horse Association (NRHA), bringing the groups together for their first joint meeting during his tenure as president of the AQHA.

In 1997, after the USET approved reining as a discipline, Burt was elected USET's vice president/reining—allowing him to begin work with the FEI. Using his knowledge of the world horse industry, and his many contacts across the globe, Burt headed the effort to secure the approval of reining as the FEI's first western discipline. Accomplishing that goal in 2000, reining became the first ever western event to be featured at the World Equestrian Games, in September 2002.

On top of his many recognitions and honors, Don Burt is an accomplished magazine columnist and has written several books. He has participated in judges' seminars, clinics and workshops throughout the world. Currently, he is president of Equestrian Consultants, Inc., designing equestrian centers throughout the world.

"We are extremely honored to offer this second annual Equine Industry Vision Award to Don Burt, a man who has clearly opened the door to changing the shape of the industry, both in the U.S. and around the world," said Dan Kramer, Equine Market Manager at



Don Burt

Photo credit: Daniel K. Lew

Pfizer Animal Health. "His influence today has helped make us what we will be tomorrow."

The other finalists for this year's Equine Industry Vision Award included the American Quarter Horse Association, Stanley F. Bergstein, Dr. Frank Gravlee, Matthew Mackay-Smith and Robert Vavra. These finalists will automatically be entered in next year's competition.

Nominate visionaries in the equine industry for 2004

January 15, 2004 is the deadline date for nominations for the annual Equine Industry Vision Award, which will be presented at the AHP Annual Seminar in Lexington, Kentucky, on June 11, 2004. Pfizer Animal Health sponsors the award in partnership with American Horse Publications. Candidates may be considered for a single outstanding visionary achievement or for sustained outstanding contributions that have made a profound impact on the equine industry. Anyone is eligible to be nominated, or to nominate an individual or organization for the award. To request a nomination ballot for next year's award, please contact Chris Brune, Executive Director, American Horse Publications at 386-760-7743 or e-mail AHorsePubs@aol.com. Nomination information is also available at the AHP website at www.american-horsepubs.org.

AHP Student Award celebrates its 10th Anniversary in 50s style

On Friday, June 20, American Horse Publications members gathered in Hunt Valley, Maryland, to celebrate the 10th anniversary of the AHP Student Award. Guest of honor was Jessica Bieber, an Agricultural Communications major at Texas Tech University, who was named the 2003 AHP Student Award Winner. Jessica joins an elite group of 11 talented young women who hold the Student Award title since 1993. A special commemorative sterling silver lapel pin was created to present to past, present and future Student Award winners.

The 10th anniversary of the Student Award was even more memorable since it was held in a 50s diner and called the AHP Doo Wop Hoof Hop. Poodle skirts, dungarees, rolled-up tees, bowling shirts, and saddle shoes were among the popular attire. Members of all ages danced and sang the night away to tunes from the fabulous fifties and munched on all the favorite calorie-laden food from that era. The AHP cheerleaders gave a rowdy cheer for Pfizer Animal Health, sponsors of the dinner, and the American Quarter Horse Association, sponsors of the reception.

As part of the evening's activities, former Student Award winners, Summer Best and Jennifer Denison, produced and narrated a presentation titled, "Who's That Girl," to provide an update on the past winners who are working in the horse industry.

After winning the AHP Student Award in 1994, Jennifer (Ruth) Denison interned at *Horse & Rider* and later worked for 6 1/2 years as Assistant Editor, Associate Editor and Senior Editor. She is currently Associate Editor of *Western Horseman* and Managing Editor of *Equestrian Retailer*. She and her husband, Robert, live in Woodland Park, Colorado, where they are remodeling their home and horse property.

"Winning the Student Award inspired me to pursue my lifelong goal of becoming an equine journalist," Jennifer says. "Today, the organization and members continue to motivate me to reach the next level in my career. I'm proud to be among such a talented group of peers."

Stephanie Lynn Church, the 1998 Student Award winner, is the News Editor at *The Horse* in Lexington, Kentucky. "There's something new every day, and I still get the 'buzz' from following breaking news stories," she says. "Working with veterinarians is a lot of fun, and I am getting more comfortable with



Lua Southard and Doo Wop Cheerleaders
Photo credit: Dan Kramer



Jessica Bieber and Chris Brune
Photo credit: Robert Bolson

'translating' vetspeak into something that the horse owner can understand, but yet challenges them."

Summer Ann Best, the 1999 Student Award winner, is currently Communications and Marketing Director for Seminole Feed in Ocala, Florida. She is also the Editor of *ec magazine*, an equine health and nutrition magazine published by Seminole Feed. Previously she spent two years as field editor for *The American Quarter Horse Journal* and had

interned with the *Paint Horse Journal* and *NSBA Magazine*.

"I credit AHP with nearly all my success in this industry," Summer says. "Everything...from my first internships, to my first job, to relationships I continue to build...is related somehow to AHP and its networking and educational opportunities. I'm sincerely grateful to belong to the organization, and I'm thrilled to have received my first big 'boost' from each of you."

Michelle Berg Anderson, the 2000 Student Award winner, is the Assistant Editor for the *Appaloosa Journal*, where she has been employed for four years and completed an earlier internship. She and her husband, Seth, bought a house last spring in Moscow, Idaho.

Maggie Martin Malson, the 2001 Student Award winner, is Editor and Publisher of the quarterly *Line Rider Magazine* and *News Brief* newsletter for the Idaho Cattle Association. She and her husband, Josh, live in Parma, Idaho, and are expecting their first child this fall.

"I feel as though I have achieved success both personally and professionally," says Maggie. "I'm very thankful for the opportunities I received at the in-

ternship at AQHA and for receiving the AHP Student Award...the experience has proved invaluable. I am very lucky to be involved in the equine and livestock publishing industries."

Caraneen Smith of Carlisle, Massachusetts, last year's winner and a recent graduate of Boston College, is the owner and developer of BigEq.com. "Attending the AHP Seminar, and learning about the equine publishing industry and meeting the people who make it happen was an eye-opening experience," she says.

The former winners summed up the success of the Student Award program in their 10-year report.

◆ The AHP Student Award Program works!

◆ The majority of recipients work successfully in the equine publishing industry.

◆ AHP Student Award winners give back to the program, mentoring future equine publishing professionals and sharing what AHP has ingrained in them - even hiring interns through the program.

During the past decade, American Horse Publications has seen a steady growth in participation from students seeking careers in equine publishing. In 1993, AHP named its first Student Award winner. In 1998, the association offered a Student Membership category and developed the AHP Internship Handbook. In 2002, the AHP Student Mentoring Program was initiated. Today, Student membership is at its highest with 37 members for 2003.

To further 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, in-

ternship or the Student Award, and made a place for themselves in our industry. Former student members like Teresa Jacob, 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. Numerous college students have interned at AHP members through the AHP Internship Program.

The Student Award Fund Auction began in 1993 as a way for members to support the program. The 11th annual Student Award Fund Auction raised \$2,240 in the silent auction and \$450 in raffle ticket and tattoo sales, for a total of \$2,690. Proceeds benefit the Student Award, which rewards a college student pursuing a career in equine publishing with a cash award and an all-expense-paid trip to the annual AHP meeting. The Fund also provides complimentary student membership and seminar registration certificates to all Student Award applicants and supports the Student Mentoring Program.

The highest-priced item sold in the silent auction was a 20-book set of "Thoroughbred Legends" and bronzed horse head bookends, which was purchased for \$200 by Cindy Deubler, *Mid-Atlantic Thoroughbred*, and donated by Blood-Horse Publications. Rob Banner, *The Chronicle of the Horse*, who recreated his role as Elvis, purchased the black leather jacket donated by AQHA for \$150. Kim Herbert, *The Horse*, was the highest bidder of \$135 on the LaEspuela hunter green saddlebag donated by Leather Goods of Spain Impex Sol International. Kim also purchased the Rambo Supreme Waterproof Sheet for \$105 donated by Horeware Ireland. And Rob Banner also bought the fox-hunting bookends for \$100 donated by Merial.

This year's biggest spender was Kim Herbert of *The Horse*, whose purchases totaled \$270. Others who spent over \$200 included Rob Banner, *The Chronicle of the Horse*; Stacy V. Bearse, *Blood-Horse Publications*; and Cindy Deubler, *Mid-Atlantic Thoroughbred*. Spending over \$100 were Lua Oas Southard, Equine Resources International; Natasha Wieschenberg, Breyer Animal Creations; Lauren Baker, *Flying Changes Magazine*; and Lilo Navales, Leather Goods of Spain Impex Sol International.

The silent auction and raffle are not possible without generous donations.

This year's donors included: the American Quarter Horse Association, American Youth Horse Council, *Appaloosa Journal*, Back In The Saddle, Blood-Horse Publications, Breyer Animal Creations, *California Thoroughbred*, Certified Horsemanship Association, Fancy Publications, Farnam Companies Inc., Horeware Ireland, In & Around Horse Country, Leather Goods of Spain Impex Sol International, Maryland Horse Breeders Association, Maryland Hunt Cup, Maryland Jockey Club, Merial, Pfizer Animal Health, Josh Pons of Country Life Farm, Primedia Equine Network, Quebecor World TPC Group, Rocky Mountain Rider Magazine, Shawan Downs, Lua Oas Southard, Mitch Tenney, and *The Texas Thoroughbred*.

A big thank you goes to those who purchased auction items: Lauren Baker, Rob Banner, Stacy V. Bearse, Cindy Deubler, Katie Elliott, Maureen Gallatin, Doug Hayes, Kim Herbert, Frank Hurtig, Ellen Kiser, Shaneen Kohler, Dan Kramer, Sandy Kucharski, Tammy Lewis, Chuck Manson, Jill Montgomery, Lisa Munniksma, Lilo Navales, Amy Owens, Betsy Parker, Holly Parker, Kate Riordan, Lua Oas Southard, Ellie Trueman, Natasha Wieschenberg, Lisa Marie Wood, and Valerie Young plus all who bought raffle tickets and tattoos.

Recognition for their assistance in planning and preparing for the Student Award event goes to the event committee: Deborah Taylor, Pat Trowbridge, Doug Hayes, and Summer Best; the auction committee: Lua Oas Southard, Teresa Jacob, and Pat Doennig; and staff assistants, Tammy Lewis and Ellen Kiser. The event would not be possible without continued support and enthusiasm for this special evening from sponsors, Dan Kramer of Pfizer Animal Health and Cindy Perez of AQHA. Additional thanks is expressed to Sue Copeland, chairman of this year's Student Award Contest; Steven Price, who judged the competition; Connie Lechleitner, chairman of the Student Mentoring Committee; and especially Summer Best and Jennifer Denison who produced the presentation on the past Student Award winners.

College students, who will be juniors or seniors at the start of the 2004-2005 undergraduate college year with at least one semester before graduation, and who are actively pursuing a career in equine publishing, will be eligible to compete for American Horse Publications 2004 Student Award.

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.americanhorsepubs.org. **F.A.Q.s** are located under Membership and **Take Advantage of AHP Programs** is located under Join AHP.

AHP Who's Who

Chicken Soup for the Horse Lover's Soul is a recent release to the popular book series of inspirational stories. Several AHP freelance journalists and staff writers were supportive in contributing stories for the book published by Health Communications, Inc. AHP members whose stories were featured in the book include: **Stephanie Stephens**, **Gayle Stewart**, **Pat Parelli** of Parelli Natural Horsemanship, **Kimberly Herbert** of *The Horse*, **Lisa Friel**, **Tom Persechino** of AQHA, **Michael Compton** of *The Florida Horse*, **Christine Barakat** of *EQUUS*, **Diane Ciarloni** of *Speedhorse*, **Debra Ginsburg** of *California Thoroughbred*, and **Ky Mortensen** of AAEP.

The American Farriers Association (AFA) announced their new Interim Executive Director, Lisa Knipp. Lisa came to the AFA, on June 26th, 2003, with 12 years of experience with Procter & Gamble; specializing in operations,

customer business development, and project management. Lisa's focus over the next 3-4 months will be on office operations, 3-year strategic marketing plan, sponsorship planning, communications, and finding a permanent Executive Director. Lisa will spend approximately 75% of her time working in Lexington at the AFA office, and the remaining time at her home office in Colorado.

Earlier this year, a fire occurred at the offices of the **Rocky Mountain Horse Expo** in Denver, Colorado. Priefert Mfg. has donated a saddle rack to help raise money to replace the losses incurred during the fire. Tickets are \$5 each and can be purchased through the New Colorado Horse Council office at 420 E. 58th Ave., Denver, Colorado 80216. Tel 303-292-4981, fax 303-293-2412 or email cohoco@cohoco.com. The drawing for saddle rack will be held October 31, 2003.

If you wondered why **Carl Mullins** and **Patty Tibergh**, Cowboy Publishing Group, didn't attend the Hunt Country Seminar, they were busy preparing for parenthood. Carl and wife, Lori, welcomed Caroline Grace, on June 3, while Patty and her husband, Stephen, greeted Colby James into the world on August 13.

Glenn Karaban of Karaban Equestrian Network became a father on May 15 when his wife, Hollie, delivered their son, Nathaniel.

Wedding bells are in the air for **Deborah Taylor**, UK Gluck Equine Research Foundation, and her fiancé, Rick Tatum, who plan to tie the knot in April 2004.

New Member Profiles

PUBLICATION MEMBERS

Blaze Magazine

Magazine for horse kids by horse kids

Contact: Jeff Tiessen

P. O. Box 2660

Niagara Falls, NY 14302

Phone: 905-957-6016

Fax: 905-957-6017

E-mail: jeff@blazekids.com

URL: www.blazekids.com

Central Oregon Horse Journal

Central Oregon's premier equine publication

Contact: Mary Goodwin

P. O. Box 1266

Sisters, OR 97759

Phone: 541-549-9941

Fax: 541-549-9940

E-mail: ads@cohj.com

URL: www.cohj.com

INTERNATIONAL MEMBER

Gabriele Boiselle

Edition Boiselle

Armbruststrasse 11

D-67346 Speyer

Germany

Phone: (+49 6232) 10076-20

Fax: (+49 6232) 10076-29

E-mail: g.boiselle@editionboiselle.de

URL: www.editionboiselle.com

Gabriele Boiselle has been a well-known horse photographer and publisher in Europe, the USA and other non-European countries like India, South Africa, etc for 20 years. She is famous for her wonderful calendars of Arabian Horses, Icelandic Ponies, Andalusian and Friesian Horses. With Edition Boiselle, she has set up her own publishing house in Germany and produces her own calendars, books and other products that are sold throughout the world.

The stock of over 20,000 original photographs and slides fill up a large archive of horse photography that is now online.

AFFILIATE MEMBER

Lisa B. Friel

Freelance writer and photographer

1303 E. Abingdon Drive #3

Alexandria, VA 22314

Phone: 703-549-2805

E-mail: lisafriel@aol.com

Lisa is a freelance writer and photographer based in Alexandria, Virginia. In addition to working as a writer/researcher for best-selling author (non-equestrian), her writing and photo credits include USA Equestrian, Virginia Horse Journal, Horse & Hound and the recently released book, "Chicken Soup for the Horse Lover's Soul." Lisa is an

New Member Profiles *continued*

amateur rider and competes in the Ladies Sidesaddle Division.

CORPORATE MEMBERS

American Riding Instructors Association

Association

Contact: Charlotte Kneeland
28801 Trenton Ct.
Bonita Springs, FL 34134-3337
Phone: 239-948-3232
Fax: 239-948-5053
E-mail: aria@riding-instructor.com
URL: www.riding-instructor.com

ARIA offers instructor certification at three levels and in 14 disciplines: Hunt Seat, Stock Seat, Dressage, Eventing, Show Jumping, Driving, Reining, Stable Management, Side-Saddle, Recreational Riding, Saddle Seat, Mounted Patrol Training Officer, Riding to Hounds, and Distance Riding. ARIA members receive "Riding Instructor" magazine and may place free classified ads.

Baker Institute for Animal Health

Contact: Cydney Peters
College of Veterinary Medicine, Cornell University
Ithaca, NY 14853
Phone: 607-256-5672
Fax: 607-256-5608
E-mail: chp4@cornell.edu
URL: <http://bakerinstitute.vet.cornell.edu>

The Baker Institute for Animal Health at Cornell University has been solving animal health issues through basic and applied research for more than 50 years. They also are a leader in worldwide efforts on behalf of horse health that will revolutionize care, management, and breeding strategies in the equine world, including the Horse Genome Project and the Havemeyer Equine Immunology Workshop

Creative Headspace

Contact: Greg Jay
P. O. Box 1620
Boulder, CO 80306
Phone: 303-456-8887

The Derrydale Press

Book Publisher

Contact: Jed Lyons
4501 Forbes Blvd., Suite 200
Lanham, MD 20706
E-mail: jlyons@rowman.com
URL: www.derrydalepress.com
URL: www.rlpbooks.com

The Derrydale Press is a book publisher specializing in books on field sports such as foxhunting, steeplechasing, shooting, and fishing. Derrydale Books from the 1920's to 1940's are the most collectible sporting books ever published.

Health Communications Inc.

Book Publisher

Contact: Theresa Peluso
3201 SW 15 Street
Deerfield Beach, FL 33442
Phone: 954-360-0909
Fax: 954-418-0844
E-mail: teri@horseoverssoul.com
URL: www.horseoverssoul.com

Health Communications Inc. (HCI Books) is the publisher of "Chicken Soup For The Horse Lover's Soul," one of the books in the New York Times Bestselling Series. Published in July 2003, the book contains stories from several AHP members.

The Humane Society of the United States

Contact: Rachel Querry
2100 L St. NW
Washington, DC 20037
Phone: 301-258-8255
Fax: 301-258-3074
E-mail: rquerry@hsus.org
URL: www.hsus.org

The Lyons Press

Book Publisher

Contact: Kathryn Mennone
P. O. Box 480
Guilford, CT 06437
Phone: 203-458-4634
Fax: 203-458-4603
E-mail: kathryn.mennone@globepequot.com
URL: www.globepequot.com

The Lyons Press, an imprint of The Globe Pequot Press (a Morris Communication division), is a publisher of general and special-interest books. Among our most active outdoors and recreation subjects are equestrian books, including but not limited to English and western horsemanship, horse care, and literature.

Marketing Alliance

Contact: Paul Deblinger
1701 Pine Forest
Bel Air, MD 21014
Phone: 410-420-9510
E-mail: p.deblin1@comcast.net

Mikmar Bit Company

Manufacturer

Contact: Dan Weyand
P. O. Box 4018
Sunland, CA 91040-4018
Phone: 818-446-0063
Fax: 818-951-1102
E-mail: mikmarbits@aol.com
URL: www.mikmarbit.com

Mikmar Bit Company offers a line of horse equipment that is very effective in training and riding horses. The company was founded in 1953 and its unique designs help the horse to better understand what's being asked.

National Wild Horse and Burro Foundation

Contact: Carol R. Alm
12999 S. Parker Road
Parker, CO 80134
Phone: 303-805-1680
Fax: 720-851-1054
E-mail: excedirnwhbf@att.net

The National Wild Horse and Burro Foundation is a national 501(c) 3 non-profit organization that promotes the adoption of wild horses and burros by increasing the number of potential adopters, the number of successful adoptions and enhancing the adoption process by working with the Bureau of Land Management.

Paper Chase Farms Publishing Group

Book Publisher

Contact: Jan Neuharth
P. O. Box 448
Middleburg, VA 20118
Phone: 540-687-3345
Fax: 540-687-3364
E-mail: paperchasefarms@aol.com
URL: www.paperchasefarms.com

Paper Chase Farms Publishing Group is a book publisher specializing in equine related books. The company's debut novel, *The Hunt*, was released in June 2003.

Rocky Mountain Horse Expo

Contact: Brian Kitchen
4701 Marion Street, #211
Denver, CO 80216
Phone: 303-292-4981
Fax: 303-293-2412
E-mail: expo@rockymountainhorseexpo.com
URL: www.rockymountainhorseexpo.com

Rocky Mountain Horse Expo will be held March 12-14, 2004, in Denver, Colorado.

New Member Profiles *continued*

Tucker Saddlery, Inc.

Manufacturer

Contact: Anne Fordyce

P.O. Box 4320

Cordova, TN 38088

Phone: 901-385-0097

Fax: 901-385-0977

E-mail: pafordyce@tuckersaddles.com

URL: www.tuckersaddles.com

Tucker Saddlery, Inc. is a manufacturer of trail saddles and equipment.

United States Polo Association

Association

Contact: David Cummings

Ste 505 - 771 Corporate Drive

Lexington, KY 40503

Phone: 859-219-1000

Fax: 859-219-0520

E-mail: cummings@uspolo.org

URL: www.uspolo.org

Established in 1890, the United States Polo Association is the governing body of the sport of polo in the United States of America.

Village Press, Inc.

Printer

Contact: Terry Stillin

2779 Aero Park Drive

Traverse City, MI 49686

Phone: 231-946-3712

Fax: 231-946-3289

E-mail: tstillin@villagepress.com

URL: www.villagepress.com

Village Press is a full service printer, which specializes in producing a variety of short-run publications. In addition to providing printing, bindery, and mailing capabilities, Village Press provides a full range of in-house design and production services, ad sales and fulfillment capabilities.

STUDENT MEMBERS

Dawn Jenkins

College of the Canyons

P. O. Box 2413

Frazier Park, CA 93225

Phone: 661-245-2182

E-mail: dawn@frazmtn.com

Dawn attends the College of the Canyons where she is taking courses in photojournalism and journalism. Her goal in equine publishing is as a freelance writer and columnist. She is a farrier and owns eight horses. She is a staff writer for the college publication, The Canyon Call.

Brigitte Mackenzie

University College of the Fraser Valley

238 Maple Falls Road

Lindell Beach, BC, Canada V2R 4X6

Phone: 604-858-6250

Fax: 604-824-7517

E-mail: brigitte@bobavila.com

Brigitte attends the University College of the Fraser Valley where she majors in English and minors in Visual Arts. Her career goals are to work in public relations, media, and event management in the equine industry. She is also interested in photography to coincide with her writing. She graduated with an Associates of Arts in Business Administration and is two courses from completion of an Associates of Arts degree in Mass Communications.

Audrey Perri

University of New Hampshire

P. O. Box 774

Henniker, NH 03242

Phone: 860-985-8487

E-mail: aperri@cisunix.unh.edu

Permanent address:

391 Middle Rd.

Farmington, CT 06032

Audrey is a senior at University of New Hampshire majoring in English/journalism. She is currently an intern at Equine Journal. She has worked on the school newspaper at UNH for over a year and rides competitively in dressage in New Hampshire. Her career goal is to become a freelance writer and also work in editing and layout design for a horse publication.

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

Email: AHorsePubs@aol.com

AhorsePubs@cfl.rr.com

Website: www.americanhorsepubs.org