



# AHP For the record

An association newsletter for members of American Horse Publications

March-April 2006

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### AHP For the record

Dean Hoffman, Editor  
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## Getting high in The Land of Enchantment

By Dean A. Hoffman  
Newsletter Editor

I love Chris Brune; I love New Mexico.

I do not love heights; I do not love the way Chris tries to play on my fear of heights.

She first tried that when she convinced me to go up in the Seattle Space Needle to see the beauty of that city. Hey, I thought Seattle was a great city from street level; I sure didn't need to be perched precariously on a top-heavy toadstool to appreciate Seattle.

As an AHP board member, I spent the day after the February board meeting touring the Albuquerque area to see what "extras" will be best for AHP members when we meet in 2007. Our tour guide was Sally Bell of Destination Southwest. We went to the Acoma Pueblo west of town, Old Town in Albuquerque, and then took the tram to the top of the Sandia Mountains for dinner.

On the tour were Chris Brune, AHP president Connie Lechleitner, and Lua Southard, who never met a gift shop that she didn't like.

We were christened as the Tumbleweeds, perhaps in memory of a tumbleweed that Lua brought back from an AHP meeting many years ago. With my fear of heights, however, all I could think of were the "Tumbling Tumbleweeds."

Sadistic executive director that she is, Chris took great delight in reminding me that I could look forward that evening to riding on the world's longest aerial tram. So I suffered in silence knowing that my day—and perhaps my life—would end on the Sandia Tram.

As we drove west of town toward Acoma, we weren't even to Nine Mile Hill before we quickly realized that we weren't in Kansas. The landscape was one from classic western movies—arid land and craggy rocks. We even passed an old iron bridge that was part of Rte. 66.

The Acoma Pueblo was well worth the trip as it truly lives up to its billing as "Sky City" because it's perched on top of a 365-foot mesa above the desert. For centuries, the natives worked the desert floor, then climbed rock steps back to their fortress in the sky. The area was visually so stunning that John Wayne wanted to film a western here decades ago, but couldn't get the camera equipment to the top of the mesa. So it was that legendary cowboy John Wayne who is responsible for the first paved road to the top of Acoma.

Native American vendors sell jewelry and pottery at Acoma, but the real appeal is seeing this ancient pueblo and learning about the culture and lifestyle of the people who have lived there for a thousand years. You won't want to miss this even if there are places where you could plummet to your death if you take the wrong step.

Our guide said that we could walk down the side of the mesa using the old rock steps.

"Getting down takes about 15 minutes if you walk and about three seconds if you fall," he said. Oh, great. A Native American comedian.

As we drove back to Albuquerque, I was trying everything possible to get

out of the upcoming tram ride. I feigned illness. That didn't work. I said that high winds would probably shut down the tram. The others, however, were already looking forward to dinner atop the Sandia Mountains, so Chris blurted out, "Dean, we're riding the tram to the top. We have reservations."

I said, "I have a lotta reservations about the tram."

Old Town in Albuquerque is definitely a magnet for tourists with all the shops and restaurants. There was even a mock gunfight on the streets with the sheriff and obligatory bad guys.

Afterwards, an older woman came up to one of the gunfighters and said, "That was great I really enjoyed it. You all did a good job."

He looked at her intently and said, "You look familiar, ma'am."

She said, "I'm Cloris Leachman."

Cloris Leachman the famous actress? Yes indeed—just out strolling the streets of Old Town. For me, meeting her had a more ominous tone. After all, she was Nurse Diesel in the movie classic "High Anxiety." Did I need another reminder of my own personal high anxiety with the tram ride just minutes away?

As if that weren't bad enough, we wound up in a bookstore where the pro-

prietor said that his goal in life was to sky dive on his 102nd birthday. What was it with all these references to heights?

So we go to the tram. At the last moment, I tried to convince Chris that I didn't have enough cash to buy a ticket. That didn't work either. I was doomed.

I got on the tram stone cold sober and simply reminded myself that I had lived a good life. I knew that my wife and kids wouldn't really miss me that much.

The first part of the ride wasn't so bad. But when you cross the second (and last) tower, the guide reminded us that we were now on the longest section of cable and that we were at the highest point above the mountainside. (I could have done without that information.)

I managed to look down at the craggy rocks below. I wanted to gauge how long it would take authorities to find my body when the cable snapped.

Find my body? Ha! Who am I kidding? By the time the cougars and coyotes stripped my bones, I'd be thinner than the plot of a romance novel.

When we finally got to the top, I wanted to make like the Pope and kneel and kiss the ground. Instead I made a beeline for the restaurant and ordered a

tall, stout alcoholic beverage. After all, I still had to go back down on that tram. (Why couldn't they have elevators?)

In all seriousness, we had a great day and we hope to include a tour of the Acoma Pueblo and Old Town as part of the AHP seminar in Albuquerque. And if you really want to take the tram, be my guest. I'll wave to you as you depart.

As I said in my first sentence, I love New Mexico. There is a good reason it's called The Land of Enchantment.

I took the shuttle to the airport the next day, hoping that my brush with high anxiety was over. The driver spoke halting and heavily-accented English. (Don't they all?) I asked where he was from.

"Nepal," he told me.

Oh, great. Nepal—home of Mt. Everest, the highest place on the planet.

Did Chris Brune plan this, too?

**Note to Dean from Chris:** Did I forget to mention that I'm taking you on Disney World's newest attraction, Expedition Everest in Animal Kingdom in June?

## Guest Speakers, Ann Wylie and Robert Sugar, to headline AHP Seminar in Orlando



**ANN WYLIE** will present three sessions on Friday, June 23. These sessions include **Rev Up Your Readership**, **Cut Through The Clutter** and **Writing For The Web**. Ann runs a company called Wylie Communications Inc. She works with editors who want to reach more readers and with publishing companies that want to beat the competition. She is the author of more than a dozen learning tools, including "Revving Up Readership" and "Make Your Copy More Creative."

Before starting her firm, Ann was editor of *Ingram's*, a nationally acclaimed executive magazine. During her tenure, *Ingram's* editorial and design earned

dozens of awards for excellence, and the magazine saw circulation increase by 35 percent and ad sales soar by one-third.

Her work has earned more than 40 editorial awards, including several national American Association of Business Publications awards.

Now Ann helps organizations launch and improve their publications.

Ann's popular workshops take her from Hollywood to Helsinki, from Atlanta to Amsterdam and from Portland to Paris. There, she works with magazine editors at such groups as: Cahner's, PRIMEDIA/Intertec, McMurry Publishing, American Business Media, Magazine Publishers of America (MPA),

American Society of Magazine Editors (ASME), and Folio:

Ann has written articles for magazines ranging from *Business Week* to *Chain Saw Age*. For her articles, she has interviewed CEOs and billionaires, such as movie stars as Robert Redford, Brad Pitt and George Clooney — and the guys who change the light bulbs at Hallmark.

Ann holds an M.A. in journalism from the University of Kansas. In addition to her full-time work, she taught graduate writing courses at Webster University for more than a decade.

Ann's general session on Friday morning begins at 9:30 a.m. and is titled, **Rev Up Readership: How to draw people into your copy, make your copy more accessible to your audience — even reach “readers” who won't read.**

Americans are bombarded with 3,000 messages a day — more than a million messages a year. For writers, editors and other communicators, the challenge is overcoming that information overload to reach your readers. In this program, attendees will learn how to use your presentation copy — headlines, decks, subheads, captions and callouts — to pull readers into your copy, make your piece more inviting and communicate to flippers and skimmers. Specifically, you'll learn:

- A three-step system for communicating to the segment of your “readers” who spend only 30 seconds to three minutes with your piece
- How to create a headline package that captures your readers' attention and sells them on the story
- An emerging technique for creative headlines. (Jump on it now while it's still fresh!)
- How to apply the formula your readers use to determine whether to read something — or toss it in the trash
- How to determine when your headline is too long
- The presentation element that many communicators drop — and why to make sure you include it in every piece
- Three types of headline packages — and how to choose the right one for your story
- How to use a dollar bill to make your copy more reader friendly
- Headline foibles to avoid
- How to use layers of information to get the word out to nonreaders

She follows with an hour-long session from 11:00 a.m. to 12:00 p.m. titled, **Cut Through the Clutter: How to**

**make the very next piece you write easier to read and understand.**

Is your copy easy to read? According to communication experts, that's one of the two key questions people ask to determine whether to read a piece — or whether to toss it.

Fortunately, academics have tested and quantified what makes copy easy to read. Unfortunately, that research virtually never makes it out of the ivory tower and into the hands of writers who could actually apply it. But attendees will leave this session with “the numbers” you need to test your own copy for ease of readership.

In this workshop, you'll learn to reduce the effort required to read your copy with a system for making your copy clearer and more concise. Specifically, you'll learn:

- How to edit by the numbers: How long should your paragraphs be? Your sentences? Your words?
- A “funnel system” you can use to make the editing process more efficient and effective
- How to avoid a reader backlash that could be causing people to toss your copy without reading it
- An easy approach for making your copy more conversational
- How to use the word-count function to make your copy easier to read
- What you can learn from readership studies to help readers comprehend your copy

On Friday afternoon, Ann will present a breakout session from 1:30 to 3:00 p.m. titled **Writing for the Web: Six steps to creating copy that clicks.**

When reading on the screen, your audience members suffer physical ailments ranging from double vision to nausea to difficulty thinking. No wonder people avoid reading online!

If you want to write Web copy that overcomes the obstacles of online reading and really gets the word out on the Web, this workshop is for you. You'll learn a six-step process for making copy more readable and engaging on the Web. Specifically, you'll learn how to:

- Increase the usability of your copy by 124 percent with three simple steps
- Overcome the obstacles of reading on the screen
- Create Web copy that works with, not against, readers' natural online reading habits
- Use the One-Beat Test to make sure your copy gets to the point fast enough

- Put the “hot stuff” where it will do the most good. (Note: Even the experts often get this wrong)
- Go beyond WWWWWH to include the two elements that really need to go into an online lead
- Use a quick test to avoid slowing down the lead paragraph
- Determine how long your Web page should be. (Beware: Many page-length recommendations are based on outdated research)
- Apply the 30-3-30-3 rule to give online readers what they're looking for
- Chunk your copy instead of chopping it — and irritating the reader
- How to get your point across — even to people who will not read your text
- Run a skim test to make sure your online copy is scannable enough
- Use a test to ensure that you're not irritating your readers with too much fluff
- Apply a quick check to make sure your copy is conversational enough
- Develop a voice for your online communications. (Hint: It should “sound” different from your print materials)

*Note: No recording devices of any kind are allowed during Ann Wylie's sessions.*

## ROBERT SUGAR

owner and creative director of AURAS, a publication design and consulting firm located in Silver Spring, Maryland, will present a session titled, **From Mission to Magazine: Building a Publication from the Inside Out** on Saturday morning from 9:45 a.m. to 12:00 p.m.

Design is more than ornamentation. It's a communication tool that makes your editorial more powerful—if you know how to use it. This session will help you to improve your title from cover to contents to features by building a book with greater impact, stronger design elements and better reader response. You can take away ideas that you can use immediately! Here is a new way of looking at your publication:

- Understanding the three kinds of magazine design, and why each is important
- Why your mission statement and your design are intertwined
- How your issue map is the key to everything
- Making your cover and contents page work their hardest
- Editorial “packages”, branding and franchise content make your title indispensable

■ Learn how to perform “CPR” on your enthusiast title.

Over the twenty years that the studio has been in existence, Rob Sugar has been responsible for the design or redesign of over 50 magazine titles and the execution of nearly 70 identity campaigns for corporations, associations and businesses.

An early pioneer in electronic publishing, AURAS has been all-digital since 1989, and Rob has been responsible for advancing the quality of electronic publishing by evangelizing higher quality standards to manufacturers, software and hardware developers and end users through demonstrations, beta testing and writing in the trade. He graduated summa cum laude from The American University in Washington, DC with a BA in Communications and Visual Arts. He taught publication design there for eight years and currently lectures at conferences and for private corporations around the country.

AURAS currently resides in a recently-renovated Mason’s Hall in downtown Silver Spring. The studio is responsible for the design and production of eleven publications, as well as many other collateral projects. Visit [www.auras.com](http://www.auras.com) for lots of free downloads, helpful publication notes, and quarterly newsletter, *AuDience*.

## Seminar Information

Orlando, Florida, will be host to American Horse Publications members on June 22-24, 2006. The association will hold its annual meeting and seminar next door to the magic of Disney at the Grosvenor Resort. AHP has established group rates starting at \$109 plus tax and \$8.50 Resort Fee. The Resort Fee is added on a daily basis and covers additional amenities and services including transportation to Disney theme parks and water parks, wireless Internet access, and complimentary self parking. The convention rates are available for five (5) days before and five (5) days after conference dates, based upon guestroom and convention rate availability at the time of reservation.

For hotel reservations, call 1-800-624-4109. All reservations must be received by the **cutoff date of May 21, 2006**.

If you plan to stay at the Grosvenor or within Disney property throughout your stay, you will not need to rent a car. However, if you plan to visit other Orlando area attractions, are traveling as a group/family, or just want to be in control of your transportation

needs, you should consider a car rental since parking is free at the hotel. Mears Shuttle is the most convenient scheduled airport service between the hotel and Orlando International Airport. To make reservations online, visit [www.mearstransportations.com](http://www.mearstransportations.com) and click on Reserve Airport Shuttle. For more information, click on Vacation Travel. 24-hour reservation number: 407-423-5566. Airlines serving the Orlando area include America West, American Airlines, Continental, Delta, Frontier, Jet Blue, Midwest, Northwest, Southwest, United, US Airways and many others.

Disney is offering an advance purchase discounted multi-day and after hours tickets to AHP seminar attendees. Please visit the AHP website for ticket prices and to order online.

**FOR MORE INFORMATION ABOUT THE SEMINAR: VISIT [WWW.AMERICANHORSEPUBS.ORG](http://WWW.AMERICANHORSEPUBS.ORG).**

**Schedule updates, registration forms, and other information will be added regularly during the next few months.**

## AHP experiences the magic of Arabian Nights

Thanks to the generosity of AHP sponsors, **Brown Printing Company, Conley Printing, and the Appaloosa Horse Club/Appaloosa Journal**, attendees at the AHP “It’s A Horse World After All” seminar will be transported by bus from the Grosvenor Resort to enjoy a reception, VIP experience and dinner show at Arabian Nights on Thursday, June 22.

Arabian Nights owner and CEO Mark Miller, who grew up on his mother, Bazy Tankersley’s, Al-Marah Arabian Horse Farm, envisioned a palace where the greatest riders and trainers could work with the finest horses of all breeds. The vision became reality and Arabian Nights opened on February 29, 1988. Two years ago, Mark named his daughter, Hanna Miller, Senior Vice President of Entertainment and then watched as she worked on updating the show he

has directed for 15 years. Hanna, who started working in the show when she was 12, fully understands the magic that exists between horses, riders and the guests at Arabian Nights.

“Our challenge is always to bring the emotional bond between people and horses to every member of the audience,” explains Hanna. “I take our motto, “We’ll Win Your Heart!” seriously. I believe that we are able to bring the emotional relationship that has existed between horses and people for centuries to life in a way that no other show can.”

Two Genies, a Princess with a mind of her own, some incredible magic and major remodeling to the Arabian Nights Palace and the Royal Stables have made Arabian Nights Dinner Attraction in Orlando an even more fascinating place in 2006. The stables have been completely refurbished so that their VIP ex-

perience allows participants to see the horses in their home environment, as well as allowing VIP guests to talk with some of the performers.

The foundation of the Arabian Nights experience is the precision and beauty of 65 horses and two dozen of the finest equestrians in the world. The 22-act show also features the amazing Gypsy Acrobatic Riders, the Ben Hur chariot race, the Square Dance on Horseback, Arabian Nights’s Tribute to the Native Americans and their horses, the New York, New York Quadrille and Gaylord Maynard and his “drunken” horse, the Appaloosa stallion Chief Bear Paw.

Of course, Walter Farley’s Black Stallion is one of the all-time Arabian Nights favorites. Of all the famous animal characters in history, from the literary giant Moby Dick to canine TV-star

## Arabian Nights *continued*

Lassie, only the Black Stallion has appeared in a literary work, a motion picture and, thanks to Arabian Nights, a live production. The gift of the Black Stallion to Arabian Nights by Walter Farley, the late author of the best-selling *Black Stallion* book series, set in motion a living chapter of this fabled horse hero. During more than 6,000 consecutive performances, the living embodiment of Walter Farley's horse hero has reared toward the skies and performed to music "at liberty." The stallion also rescues the

princess who climbs aboard the stallion's bare back and speeds around the world's largest indoor, climate-controlled equestrian arena.

The general audience experiences an amazing blend of theater and horses, but for the horse enthusiast Arabian Nights creates a tribute to the bond between a horse and rider and showcases their talents in a performance we love to watch.

AHP members are complimentary and guest tickets can be ordered on the seminar registration form. Buses will depart the hotel at approximately 3:00 p.m. on Thursday, June 22.

## Another big year for the Awards Contest

By Chris Brune, Awards Coordinator

We all have our favorite annual equine spectator event. It might be the All American Quarter Horse Congress, the Kentucky Derby, the Rolex 3 Day, or a myriad of annual events that are held across the country.

For me, it's the AHP Annual Awards Contest. I know the participants and appreciate the hard work and skills that go into each entry. I cheer the contestants and applaud the winners. I share the excitement of learning you made the cut and the anticipation of waiting for the final results.

This year, 105 members participated in the contest and submitted 1,058 entries. Contestants included 73 Publication members, 6 Electronic Publication members, 12 Corporate members, and 14 Affiliate members.

I've been involved with the awards contest for many years and each year, the entries are more competitive. Thirty-one professional judges are hired to place the classes and I don't envy their task. Like in any contest that is judged on a professional opinion, we may not always agree with the results or the constructive critique, but over the years, the judges have chosen well and given members either a deserving pat on the back or a way to improve.

As a participant, that's what you want to strive for anyway - to do it better. As a spectator, I enjoy watching everyone up their game. As the event orga-

nizer, my role is to review the contest and procedures for improvement, clarity, fairness and variety. Overall, the annual Awards Contest has performed well in recognizing excellence in equine publishing since 1977.

Along the way, we've added more classes, constructive critiques and the Merial Human-Animal Bond Award. This award is presented to the author of the article that best reflects and promotes the strengthening of the relationship between human and horse. The winner of the Merial Human-Animal Bond Award receives a special engraved trophy presented by Merial. Past recipients of this award are Babette Williams, Dean Hoffman, Merri Melde, and Patricia Lasko.

The Awards Presentations will be held on June 24 in Orlando, Florida, during the "It's A Horse World After All" seminar. Notification letters will be mailed to finalists by May 1, 2006. The Awards Program will be distributed with the judges' comments after the presentations or mailed to non-attending members.

Like any major annual event, there are a lot of behind-the-scenes tasks to be done before the event. Right now, the entries are in the hands of the judges. I'll be eager to see who the winners of this year's contest will be and ready to applaud on presentations night, as any good spectator does.

## AHP Promotional Ads available online

Members are requested to publish membership ads on a space available basis. Members may set the ad copy to fit a space that conforms to their ad size requirements. High resolution PDF files of these ads are available to download at [www.americanhorsepubs.org](http://www.americanhorsepubs.org).

Members may request a file of the AHP logo to use in promoting their membership by contacting Chris at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com).

## Nominations being accepted for the 2006-2007 AHP Board of Directors

Two three-year terms for Directors will be available for the 2006-2007 Board of Directors. Publication or Affiliate members are eligible to serve as a Director. If you are interested in being considered or wish to nominate someone, please contact Nominating Committee Chairman, Deborah Tatum at (859) 276-6748; [dtatum@bloodhorse.com](mailto:dtatum@bloodhorse.com) or Chris Brune at (386) 760-7743; [ahorsepubs@aol.com](mailto: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 24, 2006, at 1:30 p.m. at the Grosvenor Resort in Orlando, Florida, during the 2006 AHP "It's A Horse World After All" Seminar.

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# Annual Equine Industry Vision Award Winner selected for 2006

**P**fizer Animal Health and American Horse Publications are proud to announce that a winner has been selected to receive the 2006 Equine Industry Vision Award. Sponsored by Pfizer Animal Health, the award is intended to recognize innovation, leadership and service. All of the 19 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): G. Marvin Beeman, DVM; Stanley F. Bergstein, Charlotte Brailey Kneeland; Louisiana State University Equine Health Studies Program; Matthew Mackay-Smith, DVM, and David O'Connor. All non-winning finalists will be automatically included in the 2007 list of nominees.

The remaining 13 nominations represented a spectrum of inspiring individuals and organizations within the equine world and included: Friends of

Sound Horses, Inc.; Douglas Herthel, DVM; Neva Kittrel Scheve; John Lyons; Dr. Paul McLellan; Eugene Mische; Ellen and Herb Moelis; Michael Nolan; Pat Parelli; Pennsylvania Equine Council; Jochen Schleese; Judy Wardrope; and Women & Horses Magazine. Nominees who were not selected as finalists in 2006 may be re-nominated for 2007.

The 11 voting members of the AHP Board of Directors, plus a Pfizer Animal Health representative, voted on the winner. Finalists were judged on their performance in relation to the achievement(s) cited and their demonstration of the following attributes and abilities: 1) The vision and innovation of a true pioneer; 2) Leadership, commitment, dedication and willingness to serve; 3) Original and effective ideas and/or products, services, programs; 4) High moral, ethical and professional standards.

The winner has been notified to allow for travel arrangements. However, the official announcement and presentation of the award will be made at the

Equine Industry Vision Award Breakfast on Friday, June 23, 2006 during the AHP "It's A Horse World After All" Seminar in Orlando, Florida. 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. Previous recipients of the Equine Industry Vision Award are Alexander Mackay-Smith in 2002, Don Burt in 2003, the American Quarter Horse Association in 2004, and John Ryan Gaines in 2005.

## INDUSTRY NEWS

**I**ndustry leaders focus on Center for Equine Business Studies Equine industry leaders representing breed associations, as well as media, tack and feed companies, gave Texas A&M University administrators a collective nod as they met February 2-3 in College Station to discuss the proposed Center for Equine Business Studies (CEBS)

In addition to several A&M faculty members, the group included Joe Strauss, Jr., chairman of Retama Entertainment Group; Ed Roberts, retired executive secretary of the American Paint Horse Association; Darrell Dodds, editor of *Horse & Rider* magazine; Ken Bray, president of Equibrand Companies; Patty Tiberg, general manager of *Quarter Horse News*, *Barrel Horse*

*News* and *Performance Horse* magazines; Clark Springfield, formerly of Sweetlix; Jerry Circelli, director of marketing for the American Paint Horse Association; Billy Smith, executive director of information technology for the American Quarter Horse Association; Norm Luba, executive director of the North American Equine Ranching Information Council and Patti Colbert, owner of Colbert Ranch and consultant for a number of equine interests.

Two clear goals emerged from the two-day discussion. First, the group agreed that a partnership must exist between the Center and the horse industry and, secondly, that the Center should develop a "membership" structure which would be inclusive and al-

low for the provision of resources and information to as many groups and individuals in the industry as possible while providing the funding the Center will require to operate.

Additional meetings are planned for late April or early May and further input from the industry is expected. For more information, contact Dr. Ernie Davis at eed@tamu.edu or Julie Bryant at julie@golatigo.com.

# New Member Profiles

## PUBLICATION MEMBERS

### **Conquistador**

*The world of Spanish horses*

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E-mail: [info@conquistador.com](mailto:info@conquistador.com)

URL: [www.conquistador.com](http://www.conquistador.com)

### **Horse of Kings**

*Andalusians, Friesians, Lusitanos, Lipizzans*

Contact: Nia Ridley

P. O. Box 220

Lebanon, OR 97355

Phone: 321-288-0235

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

URL: [www.horseofkings.com](http://www.horseofkings.com)

### **Western Lifestyle Retailer**

*Western lifestyle business to business publication*

Contact: Jodi Hendrickson

2112 Montgomery Street

Fort Worth, TX 76107

Phone: 817-569-7117

Fax: 817-737-9266

E-mail: [jodi.hendrickson@westernhorseman.com](mailto:jodi.hendrickson@westernhorseman.com)

westernhorseman.com

URL: [www.westernlifestyleretailer.com](http://www.westernlifestyleretailer.com)

## CORPORATE MEMBERS

### **American Endurance Ride Conference**

*Endurance riding sanctioning organization*

Contact: Kathleen Henkel, Executive Director

P. O. Box 6027

Auburn, CA 95604

Phone: 530-823-2260

Fax: 530-823-7805

E-mail: [aerc@foothill.net](mailto:aerc@foothill.net)

URL: [www.aerc.org](http://www.aerc.org)

AERC sanctions more than 700 endurance (50-100 mile) and limited distance (25-35 mile) rides each year. Veterinary examinations before, during and after rides ensure health and safety. AERC encourages the use, protection and development of equestrian trails, especially those with historic significance. AERC's motto: "To finish is to win."

### **Daily 72/Global Organics, LLC**

*Manufacturer of organic supplements*

Contact: Rick Swan

4050 S. Sarival Avenue

Goodyear, AZ 85338

Phone: 623-932-1522

Fax: 623-932-3533

E-mail: [rswan315@aol.com](mailto:rswan315@aol.com)

URL: [www.daily72.com](http://www.daily72.com)

Manufacturer of organic trace mineral supplements for horses.

### **Del Mar National Horse Show**

*Annual world class horse show competition*

Contact: Barbara J. Baumann,

Equestrian Manager

22nd DAA - Del Mar Fairgrounds

2260 Jimmy Durante

Del Mar, CA 92014

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E-mail: [bbaumann@sdfair.com](mailto:bbaumann@sdfair.com)

URL: [www.delmarnational.com](http://www.delmarnational.com)

The 61<sup>st</sup> Annual Del Mar National Horse Show is one of the most prestigious horse shows in the nation and the biggest in Southern California. It takes place each year April through May at the Del Mar Fairgrounds Equestrian Center. The Del Mar National offers more than \$350,000 in prize money, three weeks of world class competition, and three Saturday night performances with ringside dining and gourmet boxes, equestrian vendors, and live entertainment. Highlights include Night of the Horse presented by Mary's Tack & Feed, Evening of Musical Freestyles, and \$100,000 HBO Grand Prix of Del Mar an AGA event.

### **Duff Marketing Communications, Inc.**

*Advertising/marketing communications*

Contact: Mary Jane Duff

11125 NW Ambassador Drive,

Suite #120

Kansas City, MO 64153

Phone: 816-891-8845

Fax: 816-891-7576

E-mail: [mjduff@TDCLink.com](mailto:mjduff@TDCLink.com)

URL: [www.TDCLink.com](http://www.TDCLink.com)

The Duff Company is an integrated marketing services company specializing in agricultural, animal health and business-to-business marketing. Their clients in the equine industry include Luitpold Animal Health and Dan McWhirter Quarter Horses.

### **Extend, Inc.**

*On-line publications serving the horse industry*

Contact: Debbie Smith

4847 Hopyard Rd. #4 PMB 218

Pleasanton, CA 94588

Phone: 925-484-0395

Fax: 925-397-6722

E-mail: [info@extendinc.com](mailto:info@extendinc.com)

URL: [www.extendinc.com](http://www.extendinc.com)

URL: [equestmagazine.com](http://equestmagazine.com)

Extend, Inc. is the parent company of Equestrian Network Magazine and a network of sister sites serving the horse community in California, Oregon and southeastern United States. Additional sites are [www.bayequest.com](http://www.bayequest.com), [socalequest.com](http://socalequest.com), [oregonequest.com](http://oregonequest.com), [southeastequest.com](http://southeastequest.com)

### **International Andalusian and Lusitano Horse Association**

*Breed registry and membership services*

Martina McDonald, Executive Director

101 Carnoustie N. #200

Birmingham, AL 35242

Phone: 205-995-8900

Fax: 205-995-8966

E-mail: [martina@ialha.org](mailto:martina@ialha.org)

URL: [www.ialha.org](http://www.ialha.org)

The IALHA is an association of breeders, owners and aficionados of the Andalusian Horse. The IALHA acknowledges the original Andalusian bloodlines which include horses from both Spain and Portugal. The IALHA maintains a registry for Purebred Andalusians and Half-Andalusians, publishes *Andalusian Magazine*, holds shows and promotes the Andalusian's unique qualities worldwide.

### **Morris Animal Foundation**

*Nonprofit/animals*

Contact: Heidi Jeter, Publications &

Media Specialist

45 Inverness Drive East

Englewood, CO 80112

Phone: 303-790-2345

Fax: 303-790-4066

E-mail: [hjeter@morrisanimalfoundation.org](mailto:hjeter@morrisanimalfoundation.org)

[morrisanimalfoundation.org](http://morrisanimalfoundation.org)

URL: [www.morrisanimalfoundation.org](http://www.morrisanimalfoundation.org)

Morris Animal Foundation, a nonprofit organization established in 1948, is dedicated to ensuring a healthier tomorrow for companion animals and wildlife. The Foundation has funded more than 1,200 humane animal health studies with funds

## New Member Profiles *continued*

exceeding \$40 million. One hundred percent of all annual, unrestricted contributions support animal health studies, not administration or the cost of fund raising. Morris Animal Foundation has the highest possible rating – four stars – from Charity Navigator, America's premier independent charity evaluator. For more information, call (800) 243-2345 or visit [www.MorrisAnimalFoundation.org](http://www.MorrisAnimalFoundation.org).

### **Norwegian Fjord Horse Registry**

*Horse registry*

Contact: Mike May  
1203 Appian Drive  
Webster, NY 14580  
Phone: 585-872-4114  
Fax: 585-787-0497  
E-mail: [registrar@nfhr.com](mailto:registrar@nfhr.com)  
URL: [www.nfhr.com](http://www.nfhr.com)

The Norwegian Fjord Horse Registry registers and provides pedigrees for pure bred Norwegian Fjord horses only. Cross breeding is not allowed. DNA Typing is used to keep the genetic purity of the breed. The Registry registers Fjord horses as well as keeping ownership records. The Fjord Herald magazine is produced by the NFHR. The NFHR has several educational videos for sale. The registry holds several "Evaluations" of the horses each year where they are judged against the breed standard for quality. Performance tests are also offered for the horses over three years of age.

### **Randalshaye Enterprises, Inc. dba The Farrier's Wife**

*Equine products, Service*  
Contact: Jeanne Raede  
1534 N Moorpark Road, Suite 208  
Thousand Oaks, CA 91360  
Phone: 805-901-2858  
Fax: 805-374-9441  
E-mail: [jeanne@thefarrierswife.com](mailto:jeanne@thefarrierswife.com)  
URL: [www.thefarrierswife.com](http://www.thefarrierswife.com)

Randalshaye Enterprises, Inc. was established as a corporation in 2003. Since the inception, they have taken on a total of 3 D.B.A.'s. Two of these relate directly to the horse industry. They are The Farrier's Wife®, and Professional Farrier Service. The Farrier's Wife® produces and sells equine products that consist of natural and non-natural treatments for fly bite dermatitis, skin ailments, insect repellents, hair and coat

shampoos, brighteners, hoof dressing and conditioner, etc.

### **Wellpride**

*Fish oil dietary supplement for horses*  
Contact: Dr. Anne Marie Chalmers  
1721 South Creek Drive, Suite 203  
Osprey, FL 34229  
Phone: 866-414-0188  
Fax: 941-966-3755  
E-mail: [achalmers@wellpride.com](mailto:achalmers@wellpride.com)  
URL: [www.wellpride.com](http://www.wellpride.com)

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## **AFFILIATE MEMBERS**

### **Abi Abel**

*Editor, writer, photographer*  
Double-A Horses  
4380 Red Bird Lane  
Burleson, TX, 76028  
Phone: 817-832-6378  
Fax: 817-568-9092  
E-mail: [abigayle\\_a@yahoo.com](mailto:abigayle_a@yahoo.com)  
URL: [http://resumes.hotjobs.com/abigayle\\_a/abigayleeabel](http://resumes.hotjobs.com/abigayle_a/abigayleeabel)

Abi has been in the horse business for 15 years as a groom and professional polo player, a horse trainer, a horse owner and breeder and equine massage therapist. She has degrees from Texas A&M in agricultural journalism and philosophy. She edits anything from technical plans to movie scripts.

### **Honi Roberts**

*Freelance writer, editor and photographer*  
7675 Nahahum Canyon  
Cashmere, WA 98815  
Phone: 509-782-2895  
Fax: 509-782-2895  
E-mail: [kelscecottage@earthlink.net](mailto:kelscecottage@earthlink.net)

Honi has been a writer, editor and photographer in publishing for over 20 years, specializing in all things equine for 10 years. The lifelong horsewoman served as contributing editor for *Horse & Rider* and the *Arabian Horse World*, and today is a regular contributor to *The Trail Rider*, *Performance Horse*, *The American Quarter Horse Journal* and the *Reiner Magazine*. She co-authored "Breed For Success" with Rene E. Riley, published in 2005 by Lyons Press.

### **Charmain Vaughn**

*Editorial director, graphic designer*  
[HorseCity.com](http://HorseCity.com)  
725 Broad Street  
Augusta, GA 30901  
Phone: 877-505-4344  
Fax: 706-828-4339  
E-mail: [charmain.vaughn@morris.com](mailto:charmain.vaughn@morris.com)  
URL: [www.horsecity.com](http://www.horsecity.com)

Charmain has designed billboards and magazine ads for [HorseCity.com](http://HorseCity.com) since 2000. She has submitted campaigns to other equine publications to include those produced by Cowboy Publishing Group in Ft. Worth, TX, the *Paint Horse Journal*, and *Horse Illustrated*. During her 23 year career, she has worked with both newsprint and magazine format but especially enjoys designing outdoor campaigns.

## **STUDENT MEMBERS**

### **Kelsey Baker**

*South Dakota State University*  
424 Ohio Drive  
Brookings, SD 57007  
Phone: 320-287-1012  
E-mail: [cowgirlheeler@hotmail.com](mailto:cowgirlheeler@hotmail.com)  
Permanent address  
19895 400th Ave.  
Cyrus, MN 56323

Kelsey is a junior majoring in agricultural journalism. She has competed on a state and national in Little Britches Rodeo, High School Rodeo and is now competing in college rodeo. She specializes in breakaway and team roping as a heeler. Her areas of interest include corporate marketing/sales and public relations.

### **Katherine Lund**

*Iowa State University*  
5335 Fredriksen Ct.  
Ames, IA 50010  
Phone: 515-572-8023  
E-mail: [ktlund@iastate.edu](mailto:ktlund@iastate.edu)  
Permanent address  
2681 365th St  
Jewell, IA 50130

Katie is a journalism student at Iowa State University where her emphasis is visual communications. She is a member of the Greenlee Web Team which helps with the journalism schools website and the ISU Magazine Club. She has written a few articles for the campus newspaper, the Iowa State Daily. She has shown both Western and English

## New Member Profiles *continued*

through Intercollegiate Horse Show Association at Iowa State University. She took English riding lessons for seven years and learned to jump. She owned her own horse for five years and did a bit of everything including pleasure, horsemanship, halter, games and trail. Mostly, they showed 4-H and Saddle Club fun shows and did trail rides.

### **Daryle-Lynn Roberts**

*Bible Baptist High School*

551-B Betran Road

Savannah, GA 31406

Phone: 912-355-9781

E-mail: nsbarnbrat247@aol.com

Daryle wishes to further her expertise in the horse world by improving her skills in equine publishing. She has always enjoyed telling others of the success of her fellow equestrians as well as herself and

feels this opportunity would allow her to do so. She has been involved with horses since the age of two and has recently become a serious competitor on the local show circuits. Fellow equestrians have allowed her to accompany them to several "A" ranked shows as learning experiences and she has recently begun competing at "A" shows. When not competing, she trains sale ponies at Norwood Stables and teaches community kids proper horse care and riding techniques. She plans to attend Savannah Arts Academy next year to major in Communications and feels that involvement in AHP would greatly influence her in the upcoming years.

### **Sara Lee Sayers**

*Missouri State University*

606 West Portland

Springfield, MO 65807

Phone: 417-862-6749

Fax: 417-866-4085

E-mail: sls454s@sbcglobal.net

Sara, a junior at Missouri State University (MSU) in Springfield, MO, will graduate in May 2007 with a Bachelor of Science degree in Marketing and Advertising with a minor in design. A former member of the United States Pony Club, she also showed with the IHSA horse show team at MSU. She has extensive experience in horse and barn management working within several difference disciplines. Sara wrote and edited a newsletter for the local nonprofit skate park and has written several opinion pieces for the local newspaper. She would like a career in equine publishing.

## Calendar of Events

### **April 1, 2006**

Raindate: Sunday, April 2, 2006

Ryerss Farm Annual Spring Paper Chase

Phone: 866-469-0507 or 610-469-0533

### **April 6-9, 2006**

Equine Affaire

Ohio Expo Center

Columbus, Ohio

Phone: 740-845-0085

www.equineaffaire.com

### **April 18-23, 2006**

National Reining Breeders Classic

Great Southwest Equestrian Center  
Katy, Texas

Phone: 580-759-3939

E-mail: nrbc@brightok.net.

### **May 6, 2006**

Kentucky Derby

Churchill Downs

Louisville, Kentucky

### **May 20, 2006**

Preakness Stakes

Pimlico Race Course

Baltimore, Maryland

### **June 9-11, 2006**

Western States Horse Expo

Cal Expo Fairgrounds

Sacramento, California

Phone: 800-352-2411

www.horseexpo.com

### **June 10, 2006**

Belmont Stakes

Belmont Park

New York, New York

### **June 22-24, 2006**

AHP Annual Seminar

"It's A Horse World After All"

Grosvenor Resort

Orlando, Florida

Phone: 386-760-7743

www.americanhorsepubs.org

### **July 9, 2006**

First Annual Horse Show

Benefiting Ryerss Farm for Aged

Equines

Ludwig's Corner Horse Show Grounds

Chester County, Pennsylvania

Phone: 866-469-0507 or

610-469-0533

### **September 21-24, 2006**

Certified Horsemanship Association

International Conference

Marriott Hotel & CSU Equine Center

Fort Collins, CO

Phone: 800-399-0138

www.cha-ahse.org

### **October 14, 2006**

Raindate: October 15

Ryerss Farm Annual Fall Paper Chase

Phone: 866-469-0507 or 610-469-

0533

### **October 27-29, 2006**

The Virginia Equine Extravaganza

Richmond Raceway Complex

Richmond, Virginia

Phone: 410-647-3800

www.equineextravaganza.com

### **November 9-12, 2006**

Equine Affaire

Eastern States Exposition

West Springfield, Massachusetts

Phone: 740-845-0085

www.equineaffaire.com



To guarantee your tee shirt size, your registration must be received by 6/1

# REGISTRATION FORM

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Fax: (386) 760-7728 OR E-mail: AHorsePubs@aol.com  
www.americanhorsepubs.org

## MEMBER REGISTRATION FEES

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

**Members with dietary needs should contact Chris.**

	NO.	COST	TOTAL
<b>AHP MEMBER BEFORE 6/16/2006</b>	1	\$250	
<b>ADD'L MEMBER SAME PUBL/COMPANY BEFORE 6/16/2006</b>		\$200	
<b>AFTER 6/16/2006 ADDITIONAL CHG.</b>		\$25	
<b>NON MEMBER</b>		\$350	
<b>STUDENT MEMBER</b>		\$125	
<b>FRIDAY ONLY INCLUDES STUDENT AWARD EVENING</b>		\$125	
<b>SATURDAY ONLY INCLUDES AWARDS BANQUET</b>		\$125	
<b>ARABIAN NIGHTS (THURSDAY 3-8) Compliments of Brown Printing, Conley Printing, Appaloosa Journal/ApHC</b>		Complimentary to AHP Members Only	

## A LA CARTE CHARGES FOR GUESTS, FAMILY AND SPONSORS

	NO.	COST	TOTAL
<b>FRIDAY BREAKFAST</b>		\$20	
<b>FRIDAY LUNCHEON</b>		\$30	
<b>STUDENT AWARD EVENING (Kids 16 &amp; under Free)</b>		\$50	
<b>SATURDAY BREAKFAST</b>		\$20	
<b>SATURDAY LUNCHEON</b>		\$30	
<b>AWARDS BANQUET</b>		\$50	
<b>ARABIAN NIGHTS (THURSDAY 3-8)</b>		(Adult) \$36	
<b>ARABIAN NIGHTS (CHILD 3-11)</b>		(Child) \$28	

**TOTAL AMOUNT ENCLOSED: \_\_\_\_\_**

CANCELLATION POLICY: No-shows will not be refunded.

Cancellations will not be refunded after **JUNE 19, 2006.**