



AHP For the record

An association newsletter for members of American Horse Publications

Fall 2004

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AHP For the record
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HORSE BY NORTHWEST

AHP Seminar 2005 • Seattle, Washington

AHP travels “Horse by Northwest” in 2005

Seattle, Washington brought forth many suggestions when AHP members were asked to name their 2005 annual seminar to be held June 9-11 at the Red Lion Hotel. Kathy Mezick noted, “Seattle is sometimes referred to as the rainy city, even though it gets less rain than many other U.S. cities. It is also known as Jet City, due to the heavy influence of Boeing. Its official but little-used nickname is the Emerald City.” For several members Seattle is all about the coffee. Starbucks and Seattle Best are well known brands to aficionados of the brew. Names like “Catch the Buzz,” from Robin Hendrickson and “Wake Up and Smell the Horses” from Kim Herbert were on the list. “Well, I think it has to have coffee in it,” stated Samantha Charles. “I know I could not live there without the help of caffeine...the weather is just too depressing!” Yes, a number of plays on words about the rain were among the suggestions. “Jumpin’ Java” from Michelle Anderson, “Reins In the Rain” from Steve Price, and “Reins, Rainier and Writing” from Kathleen Hunter. And then there were the “I’m only kidding” suggestions from Warren

Wilson with “Salmon Seminar,” Ellie Trueman with “Seattle Slew-of-Information,” and the staff of the *Appaloosa Journal* contributed “Your Last Stop On The Way To Japan.”

The AHP Board reviewed the list of 50 names and narrowed the field to the five: “Horse by Northwest” from Stacy Bearse; “Saddled for Seattle” from L. A. Pomeroy; “Reining in Seattle” from Geoff Young and Kathleen Hunter; “Emerald City Seminar” from Kathy Mezick and Robin Hendrickson; Great Northern Exposure from Deb Tatum and Lisa Groothedde. Based on the results of the online poll, AHP members selected “Horse by Northwest” as their favorite name for the 2005 AHP Seminar in Seattle, Washington. The name was forwarded to Barrie Reightler, who designed the logo.

To assist members who want to get a head start on planning their trip next June, here is some travel information. Seminar headquarters will be the Red Lion Hotel, located at 1415 Fifth Avenue in the heart of downtown Seattle and surrounded by upscale shopping, restaurants, theaters and cultural at-

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tractions. Although the room group rate of \$129 Single/Double is higher than previous seminars, members polled online last year felt the opportunity to be within walking distance to activities was worth the extra cost. The hotel has two restaurants, the Terrace Garden that features Northwest cuisine, and the Elephant and Castle Pub, which will surely be a gathering place for members to meet and play pool. Limited parking is available on-site for registered guests at a charge of \$19 per day for self-parking. For more information visit www.redlion.com.

Members will fly into SeaTac Airport that is served by about 30 airlines. Gray Line of Seattle Airport Express is the most inexpensive scheduled airport service between the Red Lion Hotel and the airport at \$8.50 one-way, \$14 roundtrip, with daily service between 5:30 a.m. to midnight. Reservations are not required. The Gray Line makes a scheduled stop at the Sheraton at Sixth Avenue, one block away from the Red Lion. Attendees can walk the short block to the Red Lion on Fifth or request the connector service shuttle at the airport. For bus schedule, visit www.graylineofseattle.com and click on Airport Express. Red Lion Hotel is in Group 2. *NOTE: If you choose to take the Airport Express to the hotel, you can arrange to travel with another member when you depart.*

Alternative airport transportation is to hire a town car that costs about \$32 one-way. Shared by 3-4 people, it provides an affordable direct transportation to the hotel compared to the bus, which can make several stops. Renting a car in Seattle is not necessary unless you plan to drive to outer areas. First of all, the hotel charges a daily parking fee, and secondly, there are many forms of local transportation available.

Downtown Seattle offers many nearby activities within walking distance. Pike Place Market, the oldest continually operating farmers market in the country, is worth every downhill step and the waterfront along Elliott Bay is filled with boats, interesting shops and restaurants of all kinds. A short walk to the Monorail, built for the Seattle world's fair in 1962, takes you to the Space Needle and Experience Music Project.

One of the more interesting activities that may be a good option for the AHP seminar pre tour is the Tillicum Village excursion that departs by chartered vessel from Seattle's waterfront. A short cruise with narrated tour and spectacular views goes to Blake Island State Park,

the site of Tillicum's authentically reproduced longhouse. A member of Tillicum's Native American staff greets guests upon arrival. After a feast that includes salmon baked in the traditional manner on cedar stakes around an alder fire, the stage show "Dance on the Wind" brings to life the myth and magic of Native American legends. There's plenty of time left on this four-hour adventure to explore forested trails and beaches.

Another option might be a city bus tour that will highlight many of Seattle's more famous attractions and neighborhoods.

For attendees who wish to extend their exploration of the Northwest, there are several boating options including one-hour harbor cruises, dining cruises, day and overnight excursions to Victoria, British Columbia, and Alaskan cruise vacations. If you are interested in an Alaskan Cruise, contact Seattle Hospitality Cruises for information and rates. (see separate information). The Washington

State Ferry to Bainbridge Island is a bargain at \$5.50 roundtrip and you see not just Elliott Bay but plenty more of the Puget Sound.

The Cascade Range lies less than 50 miles to the east of downtown Seattle, and across Puget Sound stand the Olympic Mountains. Though impressive mountains line both the city's eastern and western horizons, a glance to the southeast on a sunny day will reveal the city's most treasured sight, Mount Rainier, a 14,410-foot-tall dormant volcano that looms so large and unexpected that it demands attention.

Of course, we can't forget our reason for being there—two full days of educational seminars and lots of networking opportunities. Seattle will provide something for every attendee and it will also be a great opportunity to explore the Northwest. Seminar information will be available online after January 1, 2005. If you have any questions, please contact Chris at 386-760-7743 or ahorsepubs@aol.com.

JOIN AMERICAN HORSE PUBLICATIONS MEMBERS ON BOARD A FABULOUS ALASKA CRUISE IN 2005



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Rates: Exclusive rates have been arranged for AHP members.



Book early for best possible cabin selection!

Nominations due January 10, 2005 for the 2005 Equine Industry Vision Award

January 10, 2005 is the deadline date for nominations for the annual Equine Industry Vision Award, which will be presented at the AHP Annual Seminar in Seattle, Washington, on June 10, 2005. Pfizer Animal Health sponsors the award in partnership with American Horse Publications and developed the award to recognize outstanding leadership, creativity and meritorious contributions in the equine industry.

Anyone is eligible to be nominated, or to nominate a candidate for the Equine Industry Vision Award and nominees may include individuals and/or organizations. 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.

In recognition of these achievements, the award recipient is given the Equine Industry Vision Award Perpetual Trophy, created in the finest full lead crystal by master artisan Peter Wayne Yenawine and commissioned by Pfizer Animal Health. In addition to the perpetual trophy, the winner receives a smaller version of the award as a memento of this unique recognition.

Alexander Mackay-Smith was the recipient of the inaugural Equine Industry Vision Award in 2002, followed by Don Burt in 2003 and the American Quarter Horse Association in 2004. The other finalists for the 2004 Equine Industry Vision Award included Stanley F. Bergstein, John Ryan Gaines, Matthew Mackay-Smith, Pat Parelli and Ed Roberts. These finalists will automatically be entered in the 2005 competition.

To request a nomination ballot for next year's award, please contact Chris Brune, Executive Director, American Horse Publications at 386-760-7743 or email AHorsePubs@aol.com. Nomination information is also available at the AHP website at www.americanhorsepubs.org.

AHP 2005 Awards Contest

It's not too early to start setting aside your favorites to enter in the 2005 American Horse Publications annual awards contest for material published in 2004. Rules will be available online at the AHP website after January 1. **Deadline date is February 23, 2005.** All entries must arrive in Lexington, Kentucky, on or before that date. Good Luck!

AHP Newsstand hits the road again in 2005

The AHP Newsstand is a co-operative program that provides members with a cost effective way to exhibit at national and regional equine events. Publication members have an opportunity to distribute their publications and acquire valuable subscriber leads generated from the free drawing for a one-year subscription that are held during each event. Leads are available on labels, disk or e-mail file. Publications with a circulation under 5,000 are offered the option to participate in the program by choosing to send half the number of copies for half price. Free distribution allows members who contract their own space at these events to use the AHP booth as a second point of distribution and members with a free publication to participate. A group discount is available for publication members published by the same publisher.

- 2 Publications = \$50 discount off total fees per event
- 3 Publications = \$100 discount off total fees per event
- 4 or more publications = \$200 discount off total fees per event

Affiliate and Corporate members may also participate in this program and have an opportunity to distribute up to 300 copies of one promotional piece advertising their product or ser-

vice. No sales or orders will be taken at the booth.

Member participating fees are assessed based on cost of exhibit space, furniture rental, supplies, staffing, and/or any additional expenses directly associated with the booth. Participating members are responsible for shipping their publications or promotional pieces to the event on time.

Publication Member: \$300
(300 copies)

Publication Member under 5,000:
\$150 (150 copies)

Affiliate Member: \$150 (300 copies)
E-Publication Member or Corporate
Member: \$300 (300 copies)

The AHP Newsstand booth will be at the following events in 2005.

- ◆ Equine Affaire, February 3-6, Fairplex, Pomona, CA
- ◆ Equine Affaire, April 7-10, Ohio Expo Center, Columbus, OH
- ◆ Equine Affaire, September 16-18, Kentucky Fair & Expo Center, Louisville, KY
- ◆ Equine Affaire, November 10-13, Eastern States Expo, W. Springfield, MA

AHP Who's Who

Christy Landwehr of Certified Horsemanship Association gave birth to Sean Allen Landwehr on August 9. Congratulations to his proud parents!

2005 AHP Internship Handbook available online

The 2005 Internship Handbook and applications are now available online to college students who have an interest in horses and seek a career in equine publishing. The AHP Internship Program is a great way to provide students with the resume-building experience that's so critical to today's job market. Interns gain valuable hands-on real life experience and AHP members acquire additional help when and where they need it most.

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

AHP expands eligibility and increases cash award for its 2005 Student Award Contest

More students who are pursuing a career in equine publishing will be eligible to compete for American Horse Publications 2005 Student Award. High school seniors or undergraduate college students during the 2004-2005 college year, with at least one semester before graduation, have a chance to win a cash award of \$1,000 plus an all-expense paid trip to AHP's annual seminar held in Seattle, Washington, on June 9-11. The seminar will include three days of educational sessions and related activities including the Student Award Dinner and Auction and Annual Awards Banquet and Presentations. The Student Award Winner will have an opportunity to meet leading

American Horse Publications also offers students wishing to become involved in the equine publishing industry an opportunity to join the association and participate in other student programs.

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

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

The 2005 Internship Handbook and applications, as well as information on other student programs, are available online at www.americanhorsepubs.org or may be obtained by contacting Christine W. Brune, Executive Director, American Horse Publications, 49 Spinaker Circle, South Daytona, FL 32119, (386) 760-7743, Fax: (386) 760-7728, e-mail: AHorsePubs@aol.com.

equine publishing professionals and discuss career possibilities.

All qualified applicants will receive a complimentary Student annual membership and a complimentary Student registration certificate for the 2005 annual seminar in Seattle.

The Student Award program, started in 1993, was initiated to promote awareness of the career opportunities available to college students.

Student Award applicants are required to send a completed application form plus additional information by March 15, 2005. Eligible students may access guidelines and application at the AHP website at www.americanhorsepubs.org.

INDUSTRY NEWS

National Day of the Horse

The American Horse Council announced that resolutions have been introduced in both the House of Representatives and the Senate providing for a National Day of the Horse. Resolutions do not have the same force as bills when they are passed. They are used to express principles, opinions and purposes and often call on the President to do something, as these two resolutions do.

The House resolution (H. Con. Res. 507) was introduced by Congressman Jack Kingston (R-GA) and has twenty-two cosponsors. It was referred to the Government Reform Committee. The House Resolution urges the President to issue a proclamation calling on Americans to observe a National Day of the Horse with appropriate programs and activities. This resolution will have to be passed by both the House and Senate before it is published and considered by the President.

The Senate Resolution (S. Res. 452) was introduced by Senator Ben Nighthorse Campbell (R-CO) and was referred to the Judiciary Committee. The Senate Resolution is more specific in that it designates December 13, 2004 as the National Day and asks the President to issue a proclamation to that effect. This Senate resolution need only be passed by the Senate before it is published for the President's action.

Both resolutions are very similar. Both provide that the horse "is a living link to the history of the United States," that horses "continue to permeate the society of the United States, as witnessed on movie screens, on open land, and in our own backyards," that "wild and domestic horses rely on humans for adequate food, water, and shelter," and that "horses are a vital part of the collective experience of the United States and deserve protection and compassion."

If you have any questions about either resolution, please contact the AHC at 202-296-4031 or email AHC@horsecouncil.org.



AHP FORUM

◆ Cheryl Erpelding, CEO Riding's Publications Inc., writes in that they have reviewed a software program for magazines that they are considering using. She commented that it has a lot more bells and whistles than how they have set up filemaker pro. They are watching it for a year and Cheryl thought it might be a good product for other AHP members to know about. For more information about this software product called Magazine Manager, contact Chris Caputo, (954) 462-4488 X 207 Office; (954) 557-2801 Cell; chris@gulfstreammediagroup.com. To contact Cheryl, email cheryl@ridingmagazine.com.

◆ Paul Wahl, Editor at Tack 'N Togs Merchandising, writes that about a third of the releases he receives via the

AHP Newsgroup are now followed up sometime within the next few days with the exact same release from the company involved. He would like companies made aware of how much additional work these duplications cause an editor. Also, he understands why AHP doesn't want images to be part of the releases it handles, but he would like members to include a statement that says "high resolution images suitable for four-color high-gloss publication are available by ..." These companies should know that those of us in publishing live and die by images. No image, no story is our philosophy here at Tack 'n Togs and I know many other publications are stricter about it than we are. These two items would greatly benefit me and my fellow editors!

New Member Profiles

PUBLICATION MEMBERS

Southern Reins

Cutting, reining and cowhorse magazine

Contact: Kathy Attaway

P. O. Box 531

Homer, GA 30547

Phone: 706-677-4317

Fax: 706-677-4317

E-mail: southernreins@aol.com

URL: www.southernreins.com

ELECTRONIC PUBLICATION MEMBERS

Equimax

Horse industry jobs and resumes

Contact: Seth Burgess

HC 65, Box 271

Alpine, TX 79830

Phone: 432-371-2610

Fax: 432-371-2612

E-mail: employment@equimax.com

URL: www.equimax.com

Towerheads.com

Today's horse show news today

Contact: John R. Redfern

290 Fletcher Road

No. Kingstown, RI 02852

Phone: 401-884-5663

Fax: 401-886-7773

E-mail: jrredfern@jrredfern.com

URL: www.towerheads.com

CORPORATE MEMBERS

American Horse Defense Fund, Inc.

Nonprofit organization

P. O. Box 75984

Washington, DC 20013

URL: www.ahdf.org

Eclipse Press

Book publishing

Contact: Gerilyn Parfitt

3101 Beaumont Centre Circle

Lexington, KY 40513

Phone: 859-276-6832

Fax: 859-276-6866

E-mail: gparfitt@eclipsepress.com

URL: www.exclusivelyequine.com

Eclipse Press, a division of Blood-Horse Publications, is one of the largest publishers of equine-related books. Their books encompass a wide range of topics including horse care and management, thoroughbred racing, personal profiles and general interest. All of their books represent their motto, "dedicated to the enjoyment and welfare of the horse."

E. Vogel, Inc., Vogel Boots

Custom made shoes and riding boots

Contact: Dean Vogel

19 Howard Street

New York, NY 10013

Phone: 212-925-2460

Fax: 212-941-1650

E-mail: info@vogelboots.com

URL: www.vogelboots.com

E. Vogel Custom Boots and Shoes are makers of custom made shoes and riding boots for 125 years. They also offer sales of bootwear accessories.

Unicorn Editions, Ltd./Leather Therapy Products

Leather care products

Contact: Anna Carner

2 Wildwood Road

Califon, NJ 07830

Phone: 908-439-9102/800-711-8225

Fax: 908-439-9228

E-mail: anna@leathertherapy.com

URL: www.leathertherapy.com

Unicorn Editions, Ltd. is the manufacturer of award-winning pH balanced Leather Therapy products including Leather Therapy WASH which cleans heavy grunge easily without stripping leather; Leather Therapy Restorer, the 1997 Horse Journal Product of the Year, that restores leather from the inside out and inhibits mold and mildew (LPA approved); and Leather Therapy Laundry Solutions, the 2003 Horse Journal Product of the Year, that makes caring for garment leather easier.

Vita Power International

Imports and sells equine nutraceuticals

Contact: Celia Corcoran

P. O. Box 4637

Louisville, KY 40204

Phone: 847-219-8337

E-mail: vitapower_usa@yahoo.com

New Member Profiles *continued*

URL: www.vitapower.co.nz

VitaPower International manufactures scientific-based equine feed supplements. They are rich in Omega 3 & 6 fatty acids, contain both fat-soluble and water-soluble vitamins and have high bio-availability. PalaMOUNTAINS Equine is for show horses and breeding, palaMOUNTAINS Equine Plus with creatine added is for high energy racing, polo, rodeo and eventing.

AFFILIATE MEMBERS

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Julie Bryant of Latigo Associates in Fort Worth, Texas, brings more than 20 years of experience in the horse industry. She has successfully created marketing and promotional packages for leading equine companies and associations.

Jennifer Mellace

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As a freelance writer, Jennifer's work has appeared in New Jersey Country

Roads, Horse News, and most recently in Frederick Magazine. Currently a project manager with VillageWorks, a marketing firm in Frederick, MD, Jennifer previously worked as an Account Executive for Idea Flight, an advertising agency in MD and a Regional Marketing Manager for Pella Windows and Doors. Jennifer is available for periodical and business writing, as well as writing and editing content for web sites and advertising material. Jennifer has been riding for over twenty years, served as captain for her school's IHSA riding team from 1991-1995 and currently enjoys trail riding and dressage lessons with her 12-year-old Trakehner, Ben.

STUDENT MEMBERS

Amelia K. Baldree

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Amelia is enrolled in University of Louisville's Equine Industry Program and she believes she has finally found her niche in the Thoroughbred racing industry. She attended the Clyde Hirt Sports Media Workshop to the Hambletonian in August 2004 and decided she wanted to pursue equine publishing. She has worked at the Kentucky Derby Museum and spent two summers hotwalking on the backside of Churchill Downs. This year, she joined the staff of the Louisville Cardinal, the student-run newspaper and hopes to work with some racing media publications in Kentucky through connections she made at the Clyde Hirt Workshop.

Scott Hinckley

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Scott entered the University of Arizona in Tucson as a transfer student in the

fall of 2004. He will complete his studies in the school's Race Track Industry Program in December 2005. He contributes to the program's newsletter "Update." He previously earned an Education degree from the University of Maine. Scott was introduced to harness racing when his family took trips to local Maine fairs. His interest in the sport and business grew as he observed his brother enjoy success as a standardbred owner. Scott eventually bought six pacing claimers, leaving the avocation after changes in U.S. tax law. In 2003 he was co-director of a Political Action Committee that sought to move Scarborough Downs to his hometown of Saco and create a racino. This experience inspired him to seriously consider a second career in the industry. Scott was one of 11 students to attend the Clyde Hirt Sports Media Workshop at the Meadowlands in 2004. As a "baby boomer" he feels that he can use his sales experience and Animal Sciences and Education degrees to build a base of well informed fans as "boomers" reach retirement age. His goal is to earn a job in marketing or as a race analyst.

Jennifer Wadkins

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Jennifer is a senior at University of Notre Dame majoring in English/Psychology. She began riding when she was nine in fulfillment of a life-long love of horses. She eventually joined a Pony Club where she obtained a C-1 rating before she had to cut back on her riding. Recently, a career in publishing attracted her and she began working on a campus magazine and is now the Assistant Copy Editor. She thinks equine journalism or working on an equestrian magazine would be a good fit for her as it would combine the two things she loves: horses and words.

Got questions?

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