



# AHP For the record

An association newsletter for members of American Horse Publications

Summer 2004

## AHP 2004-2005 Board of Directors

**President:** Deborah Tatum  
*UK Gluck Equine Research & Service  
Report*

**1st Vice President:**  
Connie Lechleitner  
*Ohio Quarter Horse News*

**2nd Vice President:**  
Carl Mullins  
Cowboy Publishing Group

**Executive Board Members:**  
Dean Hoffman  
*Hoof Beats*  
Pat Trowbridge  
BowTie, Inc.

**Immediate Past President:**  
Doug Hayes  
*The American Quarter Horse  
Journal*  
*The American Quarter Racing  
Journal*

**Executive Director:**  
Christine W. Brune

**Directors**  
Jennifer Bryant  
Affiliate member  
Cheryl Erpelding  
*California Riding Magazine*  
Kimberly Herbert  
*The Horse*  
Dean Jacobson  
*Virginia Horse Journal*  
Sandy Kucharski  
*The Sentinel*  
Lindsay Serrell  
*Maverick Press*

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



*Red, White & Bluegrass*

LEXINGTON SEMINAR 2004 KENTUCKY



Members formed teams to race their "horse" at Saturday night's reception. Each team member wore a different hat to indicate their role on the team. The trainer wore a visor, the owner a derby hat, the groom a baseball cap, the farrier a cowboy hat, the veterinarian an animal print fedora, and the jockey a jockey cap. This game was just one of the horse racing themed events that took place at the Red, White & Bluegrass Seminar in Lexington.

## Can't wait until next year

First time attendees to an AHP seminar aren't quite sure what to expect, but it isn't long before they catch on. They learn that they will be wearing a ribbon designating them as a "first-timer," that they should have brought an extra suitcase for all the

goodies they will take home, and they realize they are in the midst of people just like themselves with a passion for horses and publishing.

Over 200 people attended the AHP Red, White & Bluegrass Seminar on June 10-12 in Lexington, Kentucky, tru-

continued on page 2

ly horse heaven for this group. Among this year's record attendance, there were several student members, most attending their first AHP seminar and getting their introduction to the professional world of equine publishing. Anxiety and anticipation might describe how they were feeling before the seminar, however it wasn't long before these students were welcomed into the group like all other first-timers such as Lara Poirrier, *North-ern Horse Source*, who traveled to Lexington from North Pole, Alaska.

"I just wanted to let you know how much we enjoyed our trip to Lexington and how much I appreciate all the other magazines that took us under their wing and have given us so much help" writes Lara. "I can't even begin to tell you how much I learned about making our magazine better and the people that I got to meet were so fantastic and nice and helpful. Our whole magazine has changed because of the information that we learned and also the tips and suggestions that we got. Can't wait until next year."

Whether 2004 was your first seminar or one of many, most attendees are already saying, "can't wait until next year." Next year's can't-be-missed event is scheduled for June 9-11, 2005 at the Red Lion Hotel in downtown Seattle, Washington.

The following articles were written by several of the Student members who attended the 2004 seminar in Lexington.

## Hellos and Hoofbeats in Bluegrass Country

by Jessica M. Bieber

**B**luegrass, racehorses and equine industry professionals were abundant at this year's AHP seminar, held June 10-12 in Lexington, Ky. The Red, White and Bluegrass seminar featured events throughout the weekend that promoted equestrian education, networking and fun.

The weekend began Thursday morning with the Best of the Bluegrass, a tour of the Lexington area. The tour buses stopped at several sights, including the University of Kentucky Gluck Equine Research Center, Gainsborough and Win-Star farms, and the Kentucky Horse Park. One of the highlights of the tour was meeting several superstar Thoroughbred stallions, including Quiet American, Distorted Humor and Victory Gallop.

One opportunity available at the AHP convention is the chance to network with leaders in the equine industry, including editors, publishers and pharmaceutical representatives. This opportunity is valuable for everyone, but especially for student members trying to break into the industry. Conversations with other members at the conference may even generate new ideas, perspectives and opportunities.

The Student Award Night provides a great avenue for student members to take the convention's spotlight and showcase their assets. Student Award Winner Melis-

sa Dymock was recognized during Friday night's event, and other student members peddled raffle tickets to AHP members. The evening's main event was "betting" paper money on simulcast race horses, each uniquely named after conference attendees. The evening's events raised thousands of dollars for the Student Award Fund.

Another opportunity for members to display their talents was at the AHP Awards Banquet and Presentations, held on Saturday night. Finalists in various categories were awarded prizes for their published work, and *The Blood Horse* walked away with the Best Overall Publication award. The awards night is a great opportunity to see work produced by industry members and to get new ideas of your own.

The AHP convention is one of the few times members of the equine industry get together in one location, allowing all members to meet industry leaders and expand their knowledge by attending educational sessions. As a student member, I've met valuable contacts at AHP conventions, some of which have led to great opportunities, and I strongly urge all student members to attend next year's seminar in Seattle, Wash. After all, we are the future of the equine industry. (Copyright 2004 Jessica M. Bieber)

## First Step to Realizing My Dream

by Jessica Schroeder

**C**lose-minded. Niche-oriented. Afraid to look outside the box.

These three phrases described me just one short month ago. I was on a roaring train, barreling down the tracks towards harness racing. There were no stops for others to jump on board, no refueling breaks, and no chances to get off; it was a non-stop train heading towards the only life I had known and the only life I wanted (or thought I wanted) to know. But then something changed my outlook on my path and slowed the train down. It made me realize that I wasn't doomed if a job did not open up. It made me realize that I had options. And it made me realize that there were other people that shared my passion, added their own twist

to an otherwise normal job and looked out for others who loved doing the same thing.

I'd like to think that everyone I met at the American Horse Publications' Red, White and Bluegrass seminar enjoyed what they did for a living. Whether they were a writer, publisher, photographer, or editor, they made the room burst with passion – passion for a sport or a hobby that involves one of the most majestic creatures on the planet – the equine.

As I was meeting with these other "horse lovers", my mind was opened to possibilities that were available to me outside of my niche sport, yet these possibilities allowed me to stay with the animal that made me fall in love with har-

ness racing to begin with. This seminar made me realize that, while I love harness racing, it is more my love of the horse that keeps me going. There were countless professionals that enjoyed what they did, whether they worked with a breed (like Appaloosas), an event (such as dressage) or a training method (like John Lyons').

My mind was whirling. So many opportunities were out there. I would have missed these opportunities had I not driven those nine hours down to Lexington to talk with people I had never met before. Thankfully I stepped out of my protective box, met some great people and learned from professionals, all while making that first step to realizing my dream of becoming a writer/photographer.

---

---

## High Hopes and Cold Feet

by Melissa Dymock, 2004 Student Award Winner

**M**y experience at the American Horse Publication's Convention can be summed up in one word, "awesome."

I went into the convention with high hopes and cold feet.

I was nervous about trying to sell myself and my abilities to professionals. I was afraid of feeling as if I were an awkward 12-year-old in a room full of adults.

This was my first venture into the world of professional writers and I was not to be disappointed.

It didn't take me long to get over my initial awkwardness.

Chris and the other board members went out of their way to introduce the students to the other attendees. If there were any magazines or particular editors you needed an introduction to, you had it.

Once you were introduced to someone, they were quick to introduce you to others.

The editors gave me their cards, and requested that I send them my resume when I came closer to graduation. Now when they look at my resume they will remember my face.

My favorite seminar was on freelance writing. We had a wonderful discussion including people from all aspects of the industry. We had writers asking and answering questions. The editors explained what they looked for in freelance work and publishers gave advice on being published. I walked out of there excited to begin my freelance career.

After spending the last two years trying to explain my career plans to others it was refreshing to meet other students who

were pursuing the same goals as me. I had worried about being by myself, but within five minutes of checking-in I met another student and we stuck together for the weekend, encouraging each other.

If I had any doubts about the success of the convention, those were put to rest while waiting for my plane at the Lexington airport. One of the publishers from the convention walked up to me, asked me when I was graduating and handed me his card. When told him I was graduating in May, he asked that I send him a resume in January.

Before the convention my career goals were a blur in the distant future. The convention brought those dreams and plans to the present. Now I can see where I'm going and how I'll get there so much more clearly.

---

## Third Annual Equine Industry Vision Award given to AQHA

**P**fizer Animal Health and American Horse Publications (AHP) are proud to announce that the American Quarter Horse Association (AQHA) has been named as the recipient of the third annual Equine Industry Vision Award. A truly unique honor, the Equine Industry Vision Award is the first of its kind to showcase innovation across the entire equine market, as well as to recognize ingenuity and service. The Award was presented to AQHA's Executive Director of Marketing and Membership Services, Don Treadway, during a ceremony held on Friday, June 11 at the AHP annual seminar in Lexington, KY.

AQHA was selected to receive this prestigious honor because of the organization's vast, positive impact on the equine experience world wide. More than just the largest breed registry in the world, the Association focuses on educating those new to the horse industry and making horses of all kinds more accessible to people everywhere.

"AQHA is simply the embodiment of what the Equine Industry Vision Award serves to recognize," said Dan Kramer, Equine Market Manager at Pfizer Ani-



**Dan Kramer, Pfizer Animal Health, presents award to Don Treadway, AQHA.**

*DANIEL K. LEW photo*

mal Health. "For more than forty years this unique organization has shaped our industry in a multitude of ways, and their forward-looking leadership suggests that they will continue to do so."

AQHA Executive Vice President Bill Brewer has his sights set on a bright future for the AQHA and the horse industry. "We must work harder to increase the equine industry's market share of

---

---

the recreational dollar,” he said. “We must make it easier for horse enthusiasts to enjoy the equine experience. And AQHA will continue to adapt to the ever-changing marketplace by providing programs and opportunities for people to enjoy the equestrian lifestyle.”

The pure reach of the American Quarter Horse Association is, in itself, staggering. In 1959 the group’s registrations reached 100,000. Just fifteen years later, in 1974, one million American Quarter Horses were registered with the Association. And, in 2001, that figure had risen to four million registrations. Currently, the group boasts a membership of more than 350,000 devoted followers of the breed.

AQHA is noted for its strong educational programs. The group’s pioneering efforts to support new owners and foster youth development have helped shape the face of today’s industry and will continue to do so into the future. The American Quarter Horse Youth Association (AQHYA) serves the next generation of horse enthusiasts by providing special shows, leadership opportunities and contests such as photography, art, speech and judging that help to positively shape their lives.

AQHA also supports other youth organizations, like 4-H and FFA.

AQHA members enjoy an unprecedented level of support from their Association. Unique and innovative programs form the backbone of a list of opportunities that provide something for anyone interested in horses. AQHA has led the way in creating activities that go far beyond traditional horse shows and have been emulated by other groups around the world. For example, the Association’s Horseback Riding Program allows riders to log hours in the saddle and collect awards for their achievements. The Ride Program provides non-competitive, recreational trail riding events for AQHA members and non-members all over the world.

Getting the American Quarter Horse to the people has always been a strong point of the Association. The group has promoted their breed, and horses of all kinds as well, through television programs such as *America’s Horse* (seen weekly on the Outdoor Life Network) and *Wire to Wire* (viewed on ESPN). Affiliate organizations exist throughout the country and around the world to bring programs to local audiences, and corporate sponsorships help raise the breed’s profile.

The award-winning *America’s Horse* magazine—the largest circulation equine publication in the world—is mailed to all AQHA members bi-monthly. AQHA’s subscription publications, *The American Quarter Horse Journal* and *The American Quarter Horse Racing Journal* give readers in depth information about their favorite horse sports. “This Award must be shared by the thousands of American Quarter Horse fans, from the owner of one horse, to the leading breeders,” said Brewer. “Each one has played a tremendous role in developing the Association into the organization that it is today.”

The other finalists for this year’s 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 next year’s 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](mailto:AHorsePubs@aol.com). Nomination information is also available at the AHP website at [www.americanhorsepubs.org](http://www.americanhorsepubs.org). All materials will be due on January 10, 2005.

---

## AHP awards excellence in equine publishing

A patriotic horse racing theme was an appropriate one for the American Horse Publications annual awards presentations which were held on June 12, 2004, during the AHP Red, White & Bluegrass Seminar in Lexington, Kentucky. The event opened with a horse race 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 centerpieces that featured the Breyer model of Seattle Slew, tacked and wearing a blanket of roses. 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 MarketWatch**, 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. *Equine Journal*, a regional monthly all-breed publication, and *Horsemen’s Yankee Pedlar*, a regional all-breed, all-activity tabloid, received honorable mention. Winning General Excellence Association Magazine circulation 15,000 and under was **The Texas Thoroughbred**, a state bimonthly Thoroughbred racing magazine, with honor-

able mention to *Eventing USA*, a national bimonthly eventing magazine, and *Hoof Beats*, an international monthly harness racing magazine. The Association Magazine circulation 15,000 and over class winner was **The Blood-Horse**, a weekly international Thoroughbred racing and breeding magazine, with honorable mention to *Equestrian Magazine*, a national all-breed magazine devoted to competitive equestrians. The winner of the General Excellence for State or Regional Publication, any format, was **Mid-Atlantic Thoroughbred**, a monthly regional Thoroughbred magazine, with honorable mention to *Horsemen’s Roundup*, Arkansas’ monthly all-breed newspaper. In the category for Self-Supported Magazine with circulation under 15,000, the winner was **Blaze Magazine**,

a magazine for horse kids by horse kids, with honorable mention to *Equestrian Retailer*, a trade magazine for the equine industry. **EQUUS** won the General Excellence for Self-Supported Magazine with circulation 15,000 and over. Honorable mention in this class went to *Horse Illustrated*, a national monthly all-breed magazine, and *Young Rider*, a horse magazine for young riders. 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 Blood-Horse**.

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 *Paint Horse Journal* with 15 awards; *Thoroughbred Times* with 10 awards; *Arabian Horse World*, *The Chronicle of the Horse*, *Horse & Rider*, and *The Texas Thoroughbred* with 8 awards each; *Cutting Horse Chatter* and *EQUUS* with 6 awards each; and *Quarter Horse News* with 5 awards.

Corporate members who placed well in this year's competition included **Pfizer Animal Health** who won first in the Corporate/Affiliate Advertisement class. In the Equine-Related Book class, **Blood-Horse Publications** earned second place and honorable mention and **Trafalgar Square Publishing** was awarded third place and honorable mention. The **American Paint Horse Association** took home the first place honors in Equine Calendar.

Affiliate members are eligible to enter their own work in editorial content in addition to receiving recognition for their articles entered by the Publication members. **Stephanie Stephens** authored "Anything Goes," the second place article in News Reporting circulation under 15,000, published in *Western & English Today*. She also received honorable mention in Instructional Single Article for "School Days: Get An 'A' In Horse Hunting," published in *Stable Management*. **Sushil Dulai Wenholtz** won the Instructional Single Article class for her article, "Eight Ways To Conquer Show Nerves," for *Appaloosa Journal*, and the Service To The Reader

## 2004 Sponsors

Without the support of sponsors, AHP member seminar registration fees would be twice the cost, but more importantly, our sponsors play an active role in our organization as members. They participate not only to build relationships with the equine publishing community, but also to be involved in the seminar and association activities.

Every year members return home with enough giveaways and prizes to fill a suitcase. They also return home with resources and contacts they can utilize throughout the year.

AHP is grateful to the many sponsors who provided members with a memorable learning and networking experience in Lexington. And Lexington itself deserves a huge thank you for making American Horse Publications feel so welcome.



### Diamond Sponsors



### Quebecor World

### Platinum Sponsor



### Gold Sponsor



### Silver Elite Sponsors



### Silver Sponsors



### Bronze Elite Sponsors



### Bronze Sponsors



circulation 15,000 and over class for her entry, "The Power Of Poles," published in *Paint Horse Journal*. **Denise Steffanus'** article "A Stitch In Time," won the Horse Care circulation under 15,000 class for *Texas Thoroughbred*. **Karen E. N. Hayes, DVM, MS** wrote "Colic 9-1-1" for a third place in Horse Care circulation 15,000 and over for *Horse & Rider*. **Kara Stewart** received honorable mention for her entries, "Gaining A Foothold: Techniques For Handling Hooves Safely" in Horse Care circulation 15,000 and over, as well as "Beyond Goodbye," in Service To The Reader circulation 15,000 and over, both published in *Horse Illustrated*. **Karin Winegar's** article, "Generation Next," won first place for *Western & English Today* in Feature Article circulation under 15,000. "Labor of Love," written by **Merri Melde**, placed first in Personal Column circulation under 15,000 for *The Texas Thoroughbred* and also won the Merial Human-Animal Bond Award.

Affiliate members took honors in other divisions. **Sue Brown** received recognition for her work on the Pfizer Animal Health first-place Equimax entry in Corporate/Affiliate Advertisement. **Charmain Vaughn** placed second in Corporate/Affiliate Advertisement for the HorseCity.com ad published in *Horse Illustrated*. A photograph by **Arnd Bronkhorst** received second place for *Horse Connection* in Magazine Cover Page circulation 15,000 and over and one of Arnd's entries published in *EQUUS* placed third in Open Color Editorial Photograph. A **Charles Mann** photo-

graph earned a first in Open Color Editorial Photograph and a third in Magazine Cover Page circulation 15,000 and over for *Paint Horse Journal*. **Lisa Marie Wood (Groothedde)** received recognition as the former editor of *The Texas Thoroughbred* for second place in Single Issue Specialty Publication. **Jennifer Bryant** accepted the award for "A Gymnastic Riding System Using Mind, Body And Spirit," a book she wrote with Betsy Steiner that placed third in the Equine-Related Book class for publisher, Trafalgar Square Publishing.

Electronic Publication members who received awards included **Bloodhorse.com**, winner of the Electronic Publication class, **EquiSearch.com** who won the Online News Reporting Article and Online Service to the Reader Article classes, and **HorseCity.com** who placed second in Online News Reporting Article.

Two Student members were honored for their entries in the Student Equine-Related Journalism class. **Jessica Bieber** placed first for her article, "Making The Big Screen Magic" published in *Carrage Driving World* and **Rebecca Pitcher** received second place for her article, "Long Investigation Comes To A Happy Ending," published in *Hoofprints*.

The Merial Human-Animal Bond Award was presented for the third 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 receives a special engraved trophy presented by Merial. The member publication, in which the article was published, received an engraved plaque. The winner was **Merri Melde** for her article "Labor Of Love," which was published in *The Texas Thoroughbred*, October 2003 issue.

The 2004 competition, which was for material published in or by member publications in 2003, drew a total of 843 entries from 99 members. AHP President, Doug Hayes and the staff at *The American Quarter Horse Journal* performed the duties of processing the entries and acquiring the judges. The President's publication is ineligible for the contest, however entries from the year 2003 may be entered in the 2005 contest. This year's slate of judges included 28 professionals. A complete list of the winners is published in the 2004 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 2005 Annual Awards Contest for material published in 2004 will be available to members in early December.

## AHP Student Award night raises over \$5,300 toward our future

On Friday evening, June 11, members of American Horse Publications gathered in Lexington, Kentucky, to recognize the 2004 AHP Student Award Winner and show their support for the equine communicators of tomorrow. This year's winner, Melissa Dymock, attends the University of Utah, where she double majors in Print Journalism and Animal Science. She is the daughter of Roger Dymock of Bluffdale, Utah.

Melissa grew up on a horse and naturally also grew up reading horse magazines such as *Western Horseman*. "I could picture myself being the subject

of the story, racing around the last barrel to head for home or being the one who could train that unruly horse," she wrote. She also loved to read and write stories. At age eight, she wrote, published and sold her first book. "It took an hour to write, five minutes to staple together, and all day sitting at my make-shift booth at the top of our dirt lane to sell," writes Melissa.

She has had the opportunity to take many classes at Utah State that have helped shape her as a journalist. In addition to writing for the university newspaper, Melissa and two fellow students are starting their own agriculture-based

newsletter for northern Utah and southern Idaho.

"When everyone asked me how was Kentucky, I replied 'awesome'," says Melissa after she returned home to Utah. "I couldn't think of a better word to describe my experience. Before the convention my career goals were a blur in the distant future," she continues. "The convention brought those dreams and plans to the present. Now I can see where I'm going and how I'll get there so much more clearly."

Melissa joins an elite group of 12 talented young women who have earned the AHP Student Award title since 1993.

Former Student Award winners, Jennifer Denison (1994), Summer Best (1999) and Jessica Bieber (2003) were among the attendees along with student members, Jessica Schroeder, Chad Mendell and Shay Ludwick. "One of my very favorite parts of the AHP seminar is the students," writes Debbie LaBerge, AHP Affiliate member. "They are extraordinary."

Lexington, Kentucky, provided the ideal setting for an equine publishing group. "Racing Toward Our Future," the theme for the Friday evening event, captured the thrill of horse racing in the Bluegrass state. Over 160 attendees enjoyed a fun evening that included a silent auction, Kentucky Derby hat contest, and horse races from three different breeds, American Quarter Horse, Standardbred and Thoroughbred. Guest judges for the hat contest were former AHP presidents, Arnold Kirkpatrick (1970-71) and Tony Chamblin (1974-1976), who selected winners in three categories, best themed, funniest, and most creative.

The Student Fund began in 1993 as a way for members to support the Student Award program. A total of \$5,322 was raised this year - \$3,646 from the silent auction, \$827 from raffle ticket sales, and \$849 from the races. Proceeds benefit the Student Award, which rewards a student pursuing a career in equine publishing with a \$1,000 cash award and an all-expense-paid trip to the annual AHP seminar. The Fund also provides complimentary student membership and seminar registration certificates to all Student Award applicants, and supports the AHP Student Mentoring Program.

The highest-priced item sold in the silent auction was a custom Pfizer Equestrian Team embroidered Triple Crown show cooler, which was purchased for \$375 by Stephanie Macejko of Breyer Animal Creations and donated by Pfizer Animal Health.

This year's big spender was Julie Kirkpatrick, whose purchases totaled \$530. Others who spent over \$200 included Stephanie Macejko; Connie Lechleitner, *Ohio Quarter Horse News*; and Jennifer Nice, *Paint Horse Journal*. Spending over \$100 were Natalie Riehl, *Rocky Mountain Rider Magazine*, Jennifer Denison, *Western Horseman*; Lua Oas Southard, Equine Resources International; and Deborah Tatum, UK Gluck Equine Research Foundation.

The silent auction and raffle are not possible without generous donations from fellow AHP members. This year's

donors included: Tom Allen, DVM; American Youth Horse Council, *Appaloosa Journal*, AQHA publications, Arabian Horse Association, Ariat International, Blood-Horse Publications, BowTie, Inc., Breyer Animal Creations, Brown Printing Company, *California Thoroughbred*, Cavalia, Rebecca Colnar, Cowboy Publishing Group, Janet DelCastillo, Dover Saddlery, Norman Fine, Maureen Gallatin, Tracy Gantz, *Horsemen's Corral*, Fran Jurga of *Hoofcare & Lameness Journal*, Arnold Kirkpatrick, Life Data Labs, Inc., Maverick Press, Merial, Outback Trading Company, *Paint Horse Journal*, Pfizer Animal Health, Platinum Performance, Inc., Primedia Equine Network, Publishers Press, *Rocky Mountain Rider Magazine*, *The Chronicle of the Horse*, The Derrydale Press, *The Sentinel* and Libertyville Saddle Shop, Texas Thoroughbred Association, and *Western Horseman*.

The donated items provided a great opportunity to shop for equine-related gifts and products and a big thank you goes to those who won the final bids: Susan Bavaria, Summer Best, Sue Brown, Samantha Charles, Sandy Davis, Jennifer Denison, Patricia Doennig, Cheryl Erpelding, Tracy Gantz, Rudi Groothedde, Jennifer Hancock, Doug Hayes, Ross Hecox, Kimberly Herbert, Dean Hoffman, Kathleen Hunter, Dean Jacobson, Fran Jurga, Julie Kirkpatrick, Ellen Kiser, Sandy Kucharski, Connie Lechleitner, Stephanie Macejko, Kim Miller, Deb Morrison, Susan Morrison, Carl Mullins, Lisa Munniksma, Jennifer Nice, Sandy Oliynyk, Betsy Parker, Audrey Pavia, Lara Poirrier, Natalie Riehl, Jessica Schroeder, Paul Smith, Lua Southard, Dan Streeter, Deborah Tatum, Pat Trowbridge, Sam Walsh, Kathleen Wattle, and Mary Watts plus everyone who bought raffle tickets and participated in the horse races.

Recognition for planning for the Student Award Night goes to Lexingtonians, Kimberly Herbert and Deborah Tatum. Providing assistance with the auction and races were Lua Oas Southard and Teresa Jascob of Equine Resources International, and Christy West, Rachel Tuska, Kelly Gage, and Ellen Kiser of Blood-Horse Publications. The event's biggest fans continue to be sponsors, Dan Kramer of Pfizer Animal Health and the American Quarter Horse Association. Additional gratitude for their efforts on behalf of students throughout the year was expressed to Deborah Tatum, chairman of the 2004 Student Award Contest; and Connie Lechleitner, past chairman of the Student Mentoring Committee, who has

passed the torch to Summer Best. Applications and guidelines for the 2005 Student Award Contest will be available later this year.

American Horse Publications is pleased to offer students interested in pursuing a career in equine publishing with the opportunity to participate in its association programs.

Student Membership is open to high school, college, and graduate students for an annual fee of \$25. Student Members receive the following benefits:

- Affiliation with a national equine publications group
- Listing in the AHP Membership Directory
- AHP newsletter, "For the record"
- Participation in AHP's Student Mentoring Program
- Reduced registration to the annual seminar

The Internship Program was designed specifically for college students who have an interest in horses and seek a career in equine publishing. This program is a great way to provide students with the resume-building experience that's so critical to today's career market. Interns gain valuable hands-on real life experience and AHP members acquire additional help when and where they need it most. The 2004 Internship Handbook provides information about the program, a directory of participating AHP members, and an application.

To request information about any of AHP's student programs, please contact: Chris Brune, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119; (386) 760-7743, e-mail: [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com). To keep updated on AHP news, visit the AHP website at [www.americanhorsepubs.org](http://www.americanhorsepubs.org).

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

# 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 service. 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. Other events may be added as staffing permits.

- 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

**Maggie (Martin) Malson**, the 2001 Student Award Winner, recently e-mailed to update you on what she's been up to lately since she spoke briefly with Summer Best last summer before the convention. In September, Maggie and her husband, Josh, welcomed home a baby girl, Mackenzie Jo. Since then, she's tried to balance motherhood and her work for the Idaho Cattle Association, along with freelancing for horse and cattle publications. Maggie hopes to make it to another convention sometime. Having not been in a few years, she feels she would greatly benefit from the educational meetings, as well as catching up with old friends. At present, she's working with the Boise Convention and Visitors Bureau in trying to have the Agricultural Publications Summit meet in Boise in 2006. She thinks Boise would also be an excellent location for AHP to meet sometime. "The area has so much to offer in terms of meeting facilities and recreational activities. There are also several local and regional horse publi-

cations and freelance journalists. I hope you will take the Gem State into consideration in your future planning," she suggested. "I have fond memories from my trip to San Francisco and spending time with all of you. Have a great time in Lexington!"

**Lessiter Publications** has acquired the *Farm Equipment Magazine*, the *Farm Catalog* and the *Ag Industry Watch* newsletter from Cygnus Business Media. "Farm Equipment will be a focal point of our growing ag portfolio," says Frank Lessiter, President. His son, Mike, will oversee the newly acquired titles. Lessiter Publications currently publishes *No-Till Farmer* and *American Farriers Journal* as well as two additional publications, books and reports.

Mike Mason, president and CEO of Trail Rider Magazine, LLC announces the sale of *The Trail Rider* magazine to **Winsor Publishing, LLC** of Louisville, Colorado. "We are delighted to have

found such a nice home for *The Trail Rider*," says Mason. "We are very proud of our magazine's growth, especially this past year. We are impressed with Winsor Publishing's resources and feel confident they will take good care of our readers and advertising customers."

According to Winsor's president, Tom Winsor, "The Trail Rider is a perfect fit with our successful team-roping magazine, *Spin To Win*. Both magazines have comparable paid circulations and advertising revenues. We have a very talented and experienced team here. This acquisition further expands our growth potential."

Rene' E. Riley is the newly named editor of *The Trail Rider*. Mike Mason's daughter, Kimberly Mason Douglas, stays on board in Alexandria, Louisiana as assistant publisher working directly with both Riley and *The Trail Rider's* new publisher, Pat Eskew.



# AHP FORUM

## More from Don Ranly on 39 Errors You Should Avoid: Commas Between Adjectives

Always place commas between coordinate adjectives. Coordinate adjectives modify nouns equally. You can tell when adjectives are coordinate by placing the word “and” between them or by reversing them.

For example, “the warm, wonderful evening.” Some adjectives are never coordinate. They are those referring to:

1. Age. You would never write “the tired and old man.”
2. Color. You would never write “the tall and white house.”
3. Shape. You would never write “the big and square building.”
4. Material: You would never write “the red and silk dress.”
5. Nationality. You would never write “the young and Irish woman.”

Because you would not put the word “and” between these adjectives, you should not put a comma between them.

## Website Resources from Christy West

As promised in the Internet Workshop, Christy has sent a link for the free web page download speed test.

<http://www.websiteoptimization.com/services/analyze/>

Also a great usability resource online is <http://www.useit.com>. Jakob Nielson’s site. He’s a big usability guru. There are user behavior studies available for purchase, but the best resource for free is the Alertbox area, which contains tones of columns on very specific design/usability ideas.

## Equine Writer’s Resource

Equine Resources International introduces their Equine Writers’ Resource, a source for information and interviews from throughout the equine industry at [www.equineresources.com](http://www.equineresources.com). This service is provided free of charge by Equine Resources International, in cooperation with their internationally recognized clients and associates.

## New Member Profiles

### PUBLICATION MEMBERS

#### Clinical Techniques in Equine Practice

*Topical quarterly for the equine practitioner*

Contact: Anthony Trioli  
170 S Independence Mall W, 300E  
Philadelphia, PA 19106-3399  
Phone: 215-238-7305  
Fax: 215-238-6645  
E-mail: [a.trioli@elsevier.com](mailto:a.trioli@elsevier.com)  
URL: [www.elsevierhealth.com](http://www.elsevierhealth.com)

#### Horse and Home

Contact: Deborah Madey  
621 Shrewsbury Avenue  
Shrewsbury, NJ 07702

#### Horse of Kings

*Covering Andalusians, Lusitanos, Friesians, Lippizzans*

Contact: Nia Ridley  
32059 Hidden Valley Road  
Lebanon, OR 97355  
Phone: 321-288-0235  
E-mail: [editor@horseofkings.com](mailto:editor@horseofkings.com)  
URL: [www.horseofkings.com](http://www.horseofkings.com)

#### Today’s Horse Magazine

*All-breeds, all disciplines*  
Contact: Nikole J. Riesland

P. O. Box 539  
Rapid City, SD 57709  
Phone: 605-716-5000  
Fax: 605-716-7669  
E-mail: [editor@todayshorse.net](mailto:editor@todayshorse.net)  
URL: [www.todayshorse.net](http://www.todayshorse.net)

#### Trot Magazine

*Canada’s national harness racing magazine*  
Contact: Chris Roberts  
2150 Meadowvale Blvd.  
Mississauga, ON, CANADA L5N 6R6  
Phone: 905-858-3060  
Fax: 905-858-3089  
E-mail: [croberts@standardbredcanada.ca](mailto:croberts@standardbredcanada.ca)  
URL: [www.standardbredcanada.ca](http://www.standardbredcanada.ca)

### CORPORATE MEMBERS

#### American Farrier’s Association

*Membership organization for professional farriers*

Contact: Bryan J. Quinsey  
4059 Iron Works Parkway, Suite 1  
Lexington, KY 40511  
Phone: 859-233-7411  
Fax: 859-231-7862  
E-mail: [bquinsey@americanfarriers.org](mailto:bquinsey@americanfarriers.org)  
URL: [www.nofootnohorse.com](http://www.nofootnohorse.com)

The AFA is North America’s premiere organization for men and women who make their living as professional farriers. Key focus of the AFA includes Education, Certification, Communication, Innovation and Research.

#### American Shetland Pony Club and American Miniature Horse Registry

*Registry/Breed Association*  
Contact: Johnny Robb  
3588 C Road  
Loxahatchee, FL 33470  
Phone: 561-512-7896  
Fax: 561-753-4609  
E-mail: [minipony@adelphia.net](mailto:minipony@adelphia.net)  
URL: [www.shetlandminiature.com](http://www.shetlandminiature.com)

The American Shetland Pony Club was founded in 1888 as a registry to keep the pedigrees for all the Shetlands that were being imported from Europe at that time. It has expanded to four separate breeds under one club - The Classic American Shetland Pony, The Modern American Shetland Pony, The American Miniature Horse Registry and The American Show Pony Registry. They are the oldest and most versatile registry for small equine in the United States today and are located at 81 B East

## New Member Profiles *continued*

Queenwood, Morton, IL 61550, (309) 263-4044. Call or write for a free brochure on any of their breeds.

### **Arabian Horse Association**

*Breed organization*

Contact: Susan Bavaria  
10805 East Bethany Drive  
Aurora, CO 80014  
Phone: 303-696-4580  
Fax: 303-696-4599

E-mail: susan.bavaria@arabianhorses.org  
URL: www.arabianhorses.org

AHA is a 45,000 member equine association that registers and maintains a database of more than one million Arabian, Half-Arabian and Anglo-Arabian horses. It publishes the bimonthly Arabian Horse Magazine, administers \$4 million in annual prize money, produces national events, recognizes more than 400 Arabian horse shows and distance rides and provides activities and programs that promote breeding and ownership.

### **Argentina Saddle Company**

*Saddle and tack manufacturer/importer*

Contact: Gina Kazimir,  
Marketing Director  
Casilla 21 Cap. Fed. Bs. As.  
Argentina, (54-11) 4932-0101  
Phone: 480-282-8681  
Phone: 410-420-8679 Marketing  
Fax: 623-321-1610

E-mail: gina@argentinasaddle.com  
URL: www.argentinasaddle.com

Argentina Saddle Company is an online store dedicated to offering customers the finest quality and value in handcrafted Argentine saddlery and tack direct from the manufacturer at significant savings. They sell direct to consumers and to select retailers, offering tack made by the same companies behind many of the famous brands.

### **Conley Printing, LLC**

*Commercial printer/publisher*

Contact: Paul D. Smith  
119 Monroe Street  
Beaver Dam, WI 53916  
Phone: 920-356-6783  
Fax: 920-887-0439

E-mail: psmith@conleynet.com  
URL: www.printatconley.com

Conley Printing is a full service web off-set commercial printer. They provide magazine and catalog publishers with the technical services of a large printer and the personalized care and

service of a small shop. Their high tech production facility allows for efficient and timely production of weekly, bi-weekly or monthly publications.

### **Freedom Health, LLC**

*Equine health products*

Contact: Patrick Warczak, Jr.  
3898 Dawley Road  
Ravenna, OH 44266  
Phone: 330-296-5820  
E-mail: pwarczak@freedomhealthllc.com

Freedom Health, LLC offers feed supplement and nutraceutical products.

### **International Association of Equine Dentistry**

*Association of equine dental professionals*

Contact: P. J. Murphy  
203 Broad Street  
Washington, NJ 07882  
Phone: 908-612-8860  
Fax: 908-689-4575  
E-mail: bitseat@yahoo.com  
URL: www.IAEqD.org

The IAED is an association comprised of equine dental professionals dedicated to working towards performing high quality equine dentistry. Educating horse owners, trainers and professionals of all sorts about equine dentistry and its impact on the well being and performance of all horses is a cornerstone of the association.

### **Innovative Equine Systems**

*Manufacturer and distributor of equine products*

Contact: Missy Grenell  
7975 Cameron Drive, Bldg. 900  
Windsor, CA 95492  
Phone: 707-837-8000 or 800-888-9921  
Fax: 707-837-8067  
E-mail: info@equinesystems.com  
URL: www.equinesystems.com

Innovative Equine Systems manufactures and distributes a full equestrian product line, including barns and arenas, stalls, exterior doors and shutters, fencing, rubber flooring, soil stabilization, heaters, lights, insect control, feeders and waterers.

### **National Animal Supplement Council**

*Protect and serve animal supplement industry*

Contact: Bill Bookout  
P. O. Box 2568  
Valley Center, CA 92082  
Phone: 760-751-3360  
Fax: 760-751-5027

E-mail: bookoutw@aol.com  
URL: www.nasc.com

The National Animal Supplement Council is committed to the production of high quality supplements for non-human food chain animals based on its Best Manufacturing Standards. NASC member companies shall supply only those supplements that are in compliance with NASC guidelines and properly labeled in conjunction with the FDA Center for Veterinary Medicine.

### **Oster Professional Products**

*Grooming, Shearing and Equine Care Products*

Contact: Edward Wittbold  
Sunbeam Products, Inc.  
2381 Executive Center Drive  
Boca Raton, FL 33498  
Phone: 561-912-4187  
Fax: 561-912-4313  
E-mail: wittboe@sunbeam.com

Oster Professional Products is a manufacturer and marketer of high quality branded grooming and animal care products.

### **Palm Partnership Training**

*Equestrian education, clinician, training dressage*

Contact: Lynn Palm  
9445 NW 60th Avenue  
Ocala, FL 34482  
Phone: 352-629-3310  
Fax: 352-629-3470  
E-mail: susieblackmon@msn.com  
URL: www.lynnpalm.com

Palm Partnership Training offers international and domestic equestrian schools, training, dressage, training videos, tack, private riding instruction and stand two Rugged Lark stallions. Lynn Palm is a clinician, expo headliner, AQHA judge, and dressage exhibitor, who trains horses and riders for western, hunt seat, jumping and dressage.

### **Phelps Media Group, Inc.**

*Public Relations*

3833 Wellington Trace, Unit E-4, #221  
Wellington, FL 33414  
Phone: 561-753-3389  
Fax: 561-753-3386

E-mail: info@phelpsmediagroup.com

Phelps Media Group, Inc. is a public relations firm currently focused on promoting events and people in the equestrian world. Clients include the United States Equestrian Team Federation, The Winter Equestrian Festival, HIYS, Inter-

## New Member Profiles *continued*

national Polo Club Palm Beach and several top riders. Specialties include social events, competitions and personality promotion.

### **Platinum Performance, Inc.**

*Equine therapeutic products*

Contact: Mark Herthel

P. O. Box 990

Buellton, CA 93427

Phone: 805-688-1731

Fax: 805-693-8682

E-mail: mark@platinumperformance.com

URL: www.platinumperformance.com

Platinum Performance, Inc. was founded with the following goal: To provide veterinarians, horse owners and trainers with a source for superior quality nutritional formulas based on research and clinical experience. Regardless of the species, good nutrition is the cornerstone to health, performance and longevity.

### **Thoroughbred Retirement Foundation**

*Equine rescue*

Contact: Tracy Abbott or

Diana Pikulski

P. O. Box 115

Waitsfield, VT 5673

Phone: 800-728-1660

Fax: 802-496-3276

E-mail: trfinc@msn.com

URL: www.trfinc.org

Established in 1982, the Thoroughbred Retirement Foundation (TRF) at 501c3, is the largest Thoroughbred rescue and retirement organization in the world. The TRF provides lifetime care for all former racehorses at their farms. Several of their farms are associated with correctional facilities at which the TRF has developed innovative vocational programs for inmates. Horses that are sound are retained and adopted by qualified applicants. They currently care for over 700 horses.

## **AFFILIATE MEMBERS**

### **Dr. Jessica Jahiel**

*Author, speaker and clinician*

Summerwood Farm

663 CR 1800 E

Sidney, IL 61877

Phone: 217-684-2570

E-mail: jjahiel@prairienet.org

URL: www.jessicajahiel.com

Jessica is an author, speaker, and internationally-recognized clinician with more than 30 years of experience in the horse industry. Her personal passion is classical dressage. Other areas of expertise include riding and training, horse care and management, veterinary issues, equine industry news and trends, horse rescue, and "how to"/instructional for riders and riding instructors. She is an ARIA-certified instructor in dressage and eventing. Her work has been published in more than 100 publications including *The Chronicle of the Horse*, *Dressage Today*, *EQUUS*, *Horse & Rider*, *Practical Horseman*, *The Quarter Horse Journal*, *Riding Instructor*, and *Western Horseman*. Her books include "Riding for the Rest of Us" and "The Parent's Guide to Horseback Riding." She has extensive radio and television experience and is a featured speaker at many equine expositions and conferences.

### **Susan Kayne**

*Freelance writer, national TV series host, creator and producer*

rockin'horse productions

P. O. Box 38104

Albany, NY 12203

Phone: 518-218-7625

Fax: 518-869-9438

E-mail: unbridledtv@aol.com

URL: www.unbridled.tv

rockin'horse produces the national, award-winning television series, "Unbridled" with host and creator Susan Kayne. The program offers viewers an exclusive, behind-the-scenes look at horse racing and features the most sought-after interviews with the industry's top experts. "Unbridled" earned the "2003 Broadcast Media Excellence Award from U.S. Equestrian Federation. rockin'horse productions is the broadcast production unit of Susan Kayne Omnimedia LLC. Based in Albany, N.Y., the rockin'horse showcases equine industry trends informing views of the latest, most innovative products and services available worldwide. rockin'horse develops, promotes and distributes high quality programming designed to share the joy of horses.

### **Debi Metcalfe**

*Author and freelance writer*

1902 Barbee Road

Shelby, NC 28150

Phone: 704-484-2165

Fax: 704-484-2165 call first

E-mail: idahonc@aol.com

E-mail: stolenhorse@netposse.com

Debi is a freelance writer, who's work has appeared in many horse publications and author of "Horse Theft: Been There - Done That." She is the founder of Stolen Horse International, Inc., a 501C3 organization dedicated to helping victims of theft and public education. Debi has served as a consultant on many articles and TV news programs. She also speaks publicly at many horse forums.

### **Gina DePinto**

*Public relations and marketing*

Bylines Public Relations & Marketing

2614 Lewis Lane

Carlsbad, CA 92008

Phone: 760-730-1930

Fax: 760-730-1949

E-mail: ginadepinto@earthlink.net

After 17 years in PR/Marketing, almost four in animal health, Gina DePinto decided to open her own shop. Bylines Public Relations & Marketing's scope of work includes press material development, media relations, community relations, investor relations, cause marketing, crisis communication, image consultation, media training, event coordination, video news releases, media tours, press conferences, branding and trade show publicity.

### **Barbara Sheridan**

*Freelance writer and photographer*

30 Cottonwood Crt.

Ancaster, ON, Canada L9G 3W1

Phone: 905-648-5781

E-mail: huntsheridan@yahoo.com

Barbara is a freelance writer and award-winning photographer specializing in equine subjects. A rider and horse enthusiast for over 25 years, her articles and photographs have appeared in numerous Canadian and American publications. Areas of expertise include "how-to," horse health, historical, equine law, and profiles. She is a member of her local hunt club and the Periodical Writers Association of Canada.

## **STUDENT MEMBERS**

### **Claire Bow**

3275 Apache Rd., Box 196

Boulder, CO 80303

Phone: 303-548-4121

## New Member Profiles *continued*

E-mail: [claire.bow@colorado.edu](mailto:claire.bow@colorado.edu)  
Permanent address  
14678 W Cedar Ave.  
Golden, CO 80401

Claire is a junior at University of Colorado majoring in journalism. Her career goal is to write about riding, the ultimate culmination of her two greatest passions. She began riding Quarter Horses when she was eight. Her parents bought her a three-year-old Thoroughbred gelding off the track when she was a high school sophomore. She has trained her horse to perform in equitation, hunters and jumpers and shown successfully in local and regional horse shows.

### **Meghan Bratt**

1640 Kathryn Drive  
London, ON, CANADA N6G 2R8  
Phone: 519-642-2013  
E-mail: [meghan\\_bratt@hotmail.com](mailto:meghan_bratt@hotmail.com)

### **Melissa Dymock**

*2004 Student Award Winner*  
557 E. 400 N. #3  
Logan, UT 84321  
Phone: 801-520-4629  
E-mail: [melissadymock@hotmail.com](mailto:melissadymock@hotmail.com)  
Permanent address  
3003 W 14600 So.  
Bluffdale, UT 84065

Melissa attends the University of Utah, where she double majors in Print Journalism and Animal Science. She grew up on a horse and naturally also grew up reading horse magazines. She has had the opportunity to take many classes at Utah State that have helped shape her as a journalist. In addition to writing for the university newspaper, Melissa and two fellow students are starting their own agriculture-based newsletter for northern Utah and southern Idaho.

### **Chad Mendell**

P. O. Box 4052  
Midway, KY 40347  
Phone: 859-803-1944  
E-mail: [lwequine@hotmail.com](mailto:lwequine@hotmail.com)

Chad is a senior at the University of Kentucky majoring in journalism. Looking to the future, he intends to give an established equine publication over a decade of equine and journalism background. In high school, he spent two years as editor of a weekly publication and designed and managed its website.

Since then, he has worked on other websites and outside published materials. His equine background extends from galloping race horses to breeding, training, showing and sales of running horses. He knows that being involved in the equine industry will help him to obtain his goal as a freelance journalist.

### **Jacob Shepard**

435 E. Maxwell Street #4  
Lexington, KY 40508  
Phone: 859-221-5014  
E-mail: [jdshepl@uky.edu](mailto:jdshepl@uky.edu)  
Permanent address  
1018 Creekwood Lane  
Franklin, IN 46131  
Phone: 317-736-1957

Jacob is a junior at the University of Kentucky. As a high schooler, Jacob's family owned a small working horse farm where they raised a few Thoroughbreds. From there, he went on to UK where he is currently majoring in agriculture communications. His goals for publishing are to try to pass along my enthusiasm for horses to everyday people who may not know about or understand the horse industry.

### **Carly Silver**

35 Tobacco Road  
Weston, CT 06883  
Phone: 203-227-3534  
Fax: 203-227-5358  
E-mail: [skiurchin928@aol.com](mailto:skiurchin928@aol.com)

Carly is a young horse racing journalist attending Weston High School in Connecticut. She is a member of Kids to the Cup, a youth horse racing organization, and hit her first trifecta at age 12. Carly is an avid pedigree student and has won several awards for her equine essays and poems. The story she wrote outlining the classic influences in Smarty Jones' pedigree was published on [bloodhorse.com](http://bloodhorse.com) in April 2004.

### **Stacy Stockard**

*Texas Tech University*  
6409 Englewood Avenue  
Lubbock, TX 79424  
Phone: 806-794-1717  
E-mail: [stacy\\_stockard@sbcglobal.net](mailto:stacy_stockard@sbcglobal.net)  
Permanent address  
8233 FM 2164  
Sanger, TX 76266

## CALENDAR OF EVENTS

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

NRCHA Futurity  
Reno, Nevada  
Phone: 580-759-4949  
E-mail: [nrcha@nrcha.com](mailto:nrcha@nrcha.com)  
[www.nrcha.com](http://www.nrcha.com)

### **September 23-26, 2004**

Certified Horsemanship Association  
International Conference  
Grand Cypress Equestrian Centre  
Orlando, Florida  
Phone: 800-724-1446  
[www.cha-ahse.org](http://www.cha-ahse.org)

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

National Riding Instructors Convention  
20th Anniversary  
Orlando, Florida  
Phone: 239-948-3232  
[www.riding-instructor.com](http://www.riding-instructor.com)

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

Equine Affaire  
Eastern States Expo  
West Springfield, Massachusetts  
Phone: 740-845-0085  
[www.equineaffaire.com](http://www.equineaffaire.com)

### **November 15-20, 2004**

North American Riding for the  
Handicapped Association (NARHA)  
Conference and Annual Meeting  
Hyatt Regency Crown Center  
Kansas City, Missouri  
800-369-7433  
[www.narha.org](http://www.narha.org)

### **February 3-6, 2005**

Equine Affaire  
Fairplex  
Pomona, California  
[www.equineaffaire.com](http://www.equineaffaire.com)

### **April 7-10, 2005**

Equine Affaire  
Ohio Expo Center  
Columbus, Ohio  
[www.equineaffaire.com](http://www.equineaffaire.com)

### **June 9-11, 2005**

AHP Annual Seminar  
Red Lion Hotel  
Seattle, Washington

### **September 16-18, 2005**

Equine Affaire - NEW EVENT  
Kentucky Fair & Expo Center  
Louisville, Kentucky  
[www.equineaffaire.com](http://www.equineaffaire.com)