



AHP For the record

An association newsletter for members of American Horse Publications

Spring 2002

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



Catch the Spirit in Park City 2002

The Stars and Stripes was flying high among the flags of many nations during the Winter Olympics in February 2002. The equine publishing community will continue the spirit of striving for excellence as members of American Horse Publications travel to Park City, Utah, for the AHP annual seminar scheduled for June 20-22, at the Park City Marriott.

AHP members will not want to miss the opportunity to learn, network, and enjoy time with your professional peers and friends this summer. AHP's annual seminar begins Thursday, June 20 with a welcome reception hosted by Morgan Lightfoot and Brown Printing Company from 7:00 - 9:00 p.m. This is a perfect opportunity to get acquainted or re-acquainted with fellow members. The Seminar Committee has planned an educational and entertaining experience with a variety of sessions, workshops, and activities that are innovative, thought provoking and fun.

After reviewing survey and evaluation responses from members and seminar attendees, the seminar committee learned that the most wanted sessions were on editorial and advertising, so this year's seminar has focused its general sessions on those areas and invited two keynote speakers to address topics of interest.

Keynote Speakers

DANITA ALLEN is the Meredith Chair for Service Journalism at the University of

Missouri School of Journalism. She teaches magazine editing, publishing and writing classes and also gives seminars at various magazine conferences. She is a partner in a 1999 launch, the bimonthly state magazine, *Missouri Life*. Before she began teaching, she spent 15 years with Meredith Corporation, the publisher of *Better Homes & Gardens*, *Ladies Home Journal*, *Midwest Living*, *Country Home*, *Traditional Home*, *Wood*, *Successful Farming*, and several other magazines. She was the founding editor of *Country America* while there. Danita and her husband are trail riders who raise and ride foxtrotters.

Danita will present two sessions, beginning on Friday afternoon when she will give a general session titled, "10 Strategies To Increase Readership" from 1:00 to 3:30 p.m. These are simple, easy-to-implement strategies that can help editors increase readership in terms of both number of readers and the amount of time readers spend with their magazine. Strategies range from making a good first impression, identifying stories with promotion potential, how to involve readers, providing excellent service to making the magazine easy to read and extremely reader-friendly.

On Saturday morning, Danita will present a breakout session on "Step-by-Step Strategic Planning for Editors" from 9:00 a.m. to 12:00 p.m. Many editors of magazines with lean staffs have little time for annual evaluation or strategic planning. This seminar delivers a step-by-step process for

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Seminar *cont. from p.1*

quickly and efficiently analyzing your own magazine annually. The 7-step process leads you through analyzing 1) change in your industry or field, 2) audience, 3) competition, 4) mission, 5) content, 6) design and story packaging, and 7) use of reader-friendly editing techniques. The results are used to build a strategic plan.

- How to set achievable goals for editorial improvement
- How to build action plans to achieve goals
- Ways to measure whether goals have been met

JACK SEMLER is the president of READ-EX, Inc., Stillwater, Minnesota. READEX, Inc. has been studying advertising through ad readership studies since 1947 and is one of the business-to-business publishing industry's most relied upon informational resources.

Jack's first session on "**Eight Critical Points In Creating More Effective Horse Publication Advertising**" will be held on Friday morning from 10:30 a.m. to 12:00 p.m. To help you create even more interesting and enlightening advertising (and editorial), Jack will rely on case histories from years of in-depth readership studies to guide you through the most critical areas. Besides learning the eight key points to good ads, you will see examples of ads that work and ads that don't.

Whether you're handling advertising, editorial or circulation duties, you'll pick up plenty of powerful ideas to create top-notch materials for your publication or business. Jack will show you how to more effectively take the reader's advice when it comes to producing all types of materials for your publication and advertising clients.

Jack will also present a second session on Friday afternoon from 3:45 to 4:30 p.m. titled "**Answers To Every Question You Ever Wanted To Ask (But Didn't Know Who To Ask) About Producing Surveys.**" In this session, Jack will share years of valuable insights that can help you more effectively survey your readers. Having conducted reader surveys for publications across the country, he'll provide solid answers to every question you have regarding any aspect of obtaining more valuable information from your readers.

Panel Discussions and Breakouts

You also said you wanted panel discussions and more time for breakout sessions, so the committee included two panel discussions and three afternoon workshops in the program.

Friday's sessions will kick off with a panel discussion from 9:30 to 10:15 a.m. titled "**45 Super Ideas In 45 Minutes**" moderated by Frank Lessiter, Publisher, *American Far-*



riers Journal. This fast-paced session is designed to provide attendees with a variety of profitable ideas quickly and an opportunity to talk further with the panelists during the two-day conference.

On Saturday morning, moderator Pat Trowbridge, Publisher of the Equine Division at Fancy Publications, will lead an advertising roundtable from 10:45 a.m. to 12:00 p.m. on "**The Inner Workings Of The Advertiser's Mind.**" This special panel discussion will allow you to peer into the minds of those responsible for making equine advertising purchases. (*Radiation-proof goggles will be provided.*) The moderator will field your questions and lob them to the panel on topics such as:

- Media Kits: Why less is more.
- Promotions and Deals: Do they really work or are they wasted time and energy?
- Regional Pubs: How to get a share of the national advertiser's budget.
- Web Sites: Life in the fast lane of cyberspace.
- Closing a Sale: Getting to "Yes, where do I sign?"

Last year's attendees complained that the workshops needed more time, therefore we have teamed up our most popular topics with our favorite member moderators to provide you with three in-depth workshops on Saturday afternoon.

Stacy V. Bearse, President and Publisher, Blood-Horse Publications, will tackle "**The Brave New World Of Internet Publishing**" from 1:30 to 4:00 p.m. In the wake of the "dot-bomb" debacle, print publishers are unsure of how the web best fits into their business plans. At this interactive session, we will look at some of the best industry practices and develop guidelines for discovering the optimum role of the web in magazine publishing. Topics will include revenue generation, cost control and enhanced subscriber services.

Affiliate members and freelancers, Jennifer Bryant and Audrey Pavia, will moderate the "Freelancer/Publisher Workshop" from 1:30 to 4:00 p.m. This year's workshop is titled "**Narrowing The Focus: Biting Off**

What You Can Chew In 2,000 Words."

Your copy needs to be lean and mean—now more than ever, with magazines trimming story word counts to cope with rising production and mailing costs and possibly with ad-page losses.

At least half the battle in writing tight is choosing an angle that's sufficiently narrow that you can do it justice in relatively few words. If you're a writer, here's a tip: Zeroing in on a narrow, target-market-focused angle saves editors work—and greatly increases your chances of landing that assignment. If you're an editor, taking the extra time to whittle down that topic before it's assigned can save you hours of aggravation, rewrite requests, and painstaking copy-cutting later.

Whether you're an editor, a writer, or a multiple hat-wearer, learn how to collaborate with your clients and contributors to develop story ideas and pitches that do a lot with less. Featuring interactive exercises for editors and writers, this workshop will show you how to produce articles that are concise, informative, and focused.

And, back by popular demand is this year's version of the "**Small, But Mighty, Publishers Workshop**" moderated by Warren Wilson, Publisher, *California Horsetrader* from 1:30 to 4:30 p.m. In a follow-up to last year's "Small But Mighty" workshop, Warren will lead a three-part workshop for editors and publishers of small publications. He will review and build upon concepts presented in San Mateo with three, hour-long segments on: (1) the importance of understanding your publication's purpose, and how to find it; (2) the use of technology to enhance that purpose; and (3) the combining of purpose and technology in a small publication's sales effort.

OPTIONAL ACTIVITIES

The committee is currently researching several options for trail riding and a tour of the Utah Olympic Park on Thursday and Sunday. Further details will be released as available.

AIRPORT TRANSPORTATION

Park City is located a 45 minute drive from Salt Lake City International Airport, a hub for Delta and Southwest, with flights arriving daily from every major airline. A group account has been arranged with All Resort Express (www.allresort.com) which offers shared van shuttle service from the baggage claim area at the Salt Lake City Airport to the Park City Marriott. Group rates are \$27 each way, \$54 roundtrip. **For shuttle reservations, call All Resort Express at (800) 457-9457 or use the enclosed All Resort Express Reservation Form.** Be sure to mention you are with the American Horse Publications (AHP) Seminar to make sure

you receive the group rate. Once you're in Park City, restaurants, shopping and recreation are easily accessible by rental car or via the free in-town transit bus system, which stops in front of the hotel.

HOTEL HEADQUARTERS

The AHP seminar headquarters is the Park City Marriott located in the heart of Park City. The Marriott offers all the services and amenities you expect in a full-service conference hotel. AHP group rates for Wednesday, June 19, through Sunday, June 23, are \$79 single or double. Additional person charge is \$15. An executive suite rate is available for \$129 and a corner suite for \$159. **For reservations, call (800) 234-9003 or (435) 649-2900 and mention you are with American Horse Publications. The cut off date for reservations is June 5, 2002.**

REGISTRATION FEES

Seminar registration for AHP Members is \$225 and includes sessions, meals, Awards Banquet and Student Award Dinner. Additional registrants from the same company are \$175 per person. Student members may attend the entire seminar for \$125. One-day (Friday or Saturday) registrations are \$125 per day/per person. Meal functions for guests, family members and sponsors may be purchased individually. A registration form is enclosed or by contacting Chris at the AHP office, phone: 386-760-7743; e-mail: AHorsePubs@aol.com or online at www.americanhorsepubs.org. Visa and MasterCard will be accepted.

SEMINAR SPONSORS

American Horse Publications is grateful to the many corporate sponsors whose continual generosity and support help us to provide members with an educational and memorable experience. Sponsors for the Catch the Spirit 2002 Seminar include:

Platinum Medal Sponsors

- Brown Printing Company
Welcome Reception
- Pfizer Animal Health
Student Award Dinner
Equine Industry Vision Award
- Quebecor World TPC Group
Awards Banquet

Gold Medal Sponsors

- American Quarter Horse Association
Student Award Reception
Internship Handbook
- Merial Limited
Friday Luncheon
Merial Human-Animal Bond Award
- Publishers Press
Saturday Luncheon

Silver Medal Sponsors

- Fancy Publications
Saturday Breakfast

Bronze Elite Medal Sponsors

- Ariat International
- Dover Saddlery
Co-sponsors: Awards Reception

Bronze Medal Sponsors

- Branch-Smith Printing
Friday Mid-morning Coffee Break
- Cowboy Publishing Group
Seminar banners
- Equine Resources International
Seminar mugs
- HorseCity.com
Saturday Mid-morning Coffee Break
- Life Data Labs
Awards Program Booklet
- Ryerss Farm For Aged Equines
Board Meeting Breakfast
- UK Equine Research Foundation
Friday Mid-afternoon Coffee Break

Park City Resources

Park City Visitors Bureau
(www.parkcityinfo.com)
Park City Marriott (www.parkcityutah.com)
All Resort Express (www.allresort.com)

Hunt Valley, Maryland, selected site of AHP Seminar 2003

AHP Board of Directors held their winter meeting at Marriott's Hunt Valley Inn in Hunt Valley, Maryland, in February. The meeting was scheduled at the hotel to assist the Board with their final decision for the site of the 2003 annual summer seminar. Marriott's Hunt Valley Inn is located within 35 minutes of the Baltimore-Washington (BWI) Airport and only 15 minutes from downtown Baltimore. The hotel offers complimentary parking and is situated in the heart of picturesque Maryland hunt country. Dates for the 2003 seminar are June 19-21.

First Annual Equine Industry Vision Award Winner selected

Pfizer Animal Health and American Horse Publications are proud to announce that a winner has been selected to receive the 2002 Equine Industry Vision Award, the first major award to showcase innovation across the equine industry. Sponsored by Pfizer Animal Health, the award is intended to recognize ingenuity and service. All of the 20 nominees 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): Stanley F. Bergstein, Don Burt, Alexander Mackay-Smith, Matthew Mackay-Smith, Piedmont Environmental Council and Robert Vavra. The committee made the decision that all non-winning finalists would be automatically included in the 2003 list of nominees.

The 11 voting members of the AHP Board of Directors, plus a Pfizer Animal Health representative, voted on the winner at the AHP Board Meeting held in February in Hunt Valley, Maryland. 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 will be notified to allow for travel arrangements, however the official announcement and presentation of the award will be made during the AHP Annual Seminar in Park City, Utah, June 20-22, 2002. The recipient will be presented with the Equine Industry Vision Award Perpetual Trophy, created by master artisan Peter Wayne Yenawine and commissioned by Pfizer Animal Health.

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

The closing date is January 1, 2003, to nominate an individual or organization for the 2003 Equine Industry Vision Award. For more information, please contact: Chris Brune, American Horse Publications at 386-760-7743 or visit the AHP Web site at www.americanhorsepubs.org.

Light the fire within at AHP's Student Award Silent Auction and Raffle

In the past ten years, American Horse Publications has seen a steady growth in participation from students seeking a career in equine publishing. In 1993, AHP named its first Student Award winner. In 1998, the association offered a Student Member category and developed the AHP Internship Handbook. Today, Student membership is at its highest with 23 members for 2002.

To gauge the success of these programs, you only have look at the staffs of AHP members. Through active pursuit of their careers, these individuals became involved in American Horse Publications through membership, internship or the Student Award, and made a place for themselves in our industry. Former student members like Teresa Jacobs, Equine Resources International; Lisa Munnksima, Trueman Communications; Heidi Nyland, *Horse & Rider*; and Christy West, *The Horse*, have earned positions within their chosen fields. Former Student Award winners like Summer Ann Best, *American Quarter Horse Journal*; Jennifer Denison, *Western Horseman*; Stephanie Lynn Church, *The Horse*; and

Michelle (Berg) Anderson, *Appaloosa Journal*, continue to serve as role models for future generations.

Later this year, AHP will introduce the **Student Mentoring Program**, which has been designed to provide students with insight into a career in the equine publishing industry through interaction with AHP professionals. Over the long term, the goals of the Student Mentoring Program are: 1) to cultivate the interest of students in careers in the equine publishing industry, and 2) to prepare students for such careers through the receipt of industry knowledge and encouragement from AHP member mentors. More information about this exciting new program will be available soon. A mentoring workshop for students and AHP members who would like to serve as mentors will be held during the AHP seminar in Park City on Friday afternoon from 4:30 to 5:00 p.m. Connie Lechleitner, chairperson for the Student Mentoring Committee, will moderate this session. If you are interested in attending this workshop, please contact Connie at ohionews@oqha.com.

Lighting the fire within

Support for the AHP Student Award Program comes from the annual silent auction and raffle held at the AHP seminar during the Student Award Reception, sponsored by American Quarter Horse Association, and Student Award Dinner, sponsored by Pfizer Animal Health. This year, members are encouraged to continue the spirit of this worthy program by "lighting the fire within." Your donation will help AHP to spread the word to talented young people and motivate them to follow their dreams.

This year, we would like donations to the silent auction and raffle to include one-of-a-kind or hard-to-find items such as autographed or signed editions of a variety of items. Although horse-related items are always popular, your donation is not restricted to any theme or type. An auction pledge has been enclosed with this newsletter and is also available by contacting Chris by phone at 386-760-7743 or by e-mail at ahorsepubs@aol.com.

AHP Who's Who

Angie (Welch) GrandPre, the 1997 Student Award Winner, recently wrote to update AHP about her life. "I think about your organization a lot and want to let you know that I haven't and never will forget my trip to Vail, Colorado. I am still actively involved with horses (barrel racing, especially) and take photos for personal use (and for friends). I am currently on my second year of teaching seventh grade math in Amarillo, Texas. I enjoy it, mainly because it allows me time to do what I love most (enjoy my horses). I just wanted to update you and let you know how much your support for youth is appreciated. Your organization made a lifelong impression on me and I thank you for that!"

Equine Resources International, LLC (ERI) has unveiled its new website at www.equineresources.com, which provides an easy-to-understand guide to the company's wide range of services. The site provides a simple reference point where clients and potential clients can review information including rates, news releases and management profiles. An internationally recognized agency, ERI has been providing outstanding marketing communication services exclusively to the horse industry since 1997. The company's founders, Lua Oas Southard and

Patricia Doennig, have a combined 50 years of experience in the equine marketplace and their company's current roster of clients includes Pfizer Animal Health, Equine Scientific Products, the PRIMEDIA Equine Network, Stanley Expositions and Conferences, and Ryerss Farm for Aged Equines.

The 2002 edition of the **Nationwide Overnight Stabling Directory and Equestrian Vacation Guide** is now available. The Directory has been published yearly since 1982 and sells for \$29.45. For further information, contact ETA-NR, P. O. Box 322, Arkansas City, KS 67005-0322. Phone: 620-442-8131; Fax: 620-442-8215; E-mail eta@hit.net; www.overnightstabling.com.

Jerry B. Black, DVM, of Oakdale, CA, became the 2002 President of the 6,500-member **American Association of Equine Practitioners** at the group's annual convention in San Diego, California in December. Dr. Black is the President and Senior Partner of Pioneer Equine Hospital, Inc., a multi-doctor full-service equine facility.

Student member **Tracie Stoodt** will be graduating from the Ohio State University this spring with a bachelor's degree in agricultural communications and a minor in

equine sciences. She is an ambitious, hard working self-starter in pursuit of an equine publishing career. She feels her writing, editing and design experience along with her educational background would make her an excellent addition to any staff. To request a resume, contact Tracie at 614-488-9760 (School); 419-342-4311 (Home); E-mail stoodt.5@osu.edu.

Nicole Lamoureux joined the staff at the **American Horse Council** in February as the Chief Operating Officer. Prior to joining AHC, she worked for the National Association of Home Builders as Director of Operations for the Legislative and Political Relations Area. In related news, the 2002 American Horse Council Horse Industry Directory is now available and can be purchased for \$20 by check mailed to: American Horse Council, 1700 K St. N.W., Suite 300, Washington, DC 20006, or by calling 202-296-4031 with MasterCard or Visa orders.

Do you have news you wish to share with AHP members? Send news releases and updates to AHP For the record, Chris Brune, Editor, 49 Spinnaker Circle, South Daytona, FL 32119; or fax (386) 760-7728 or email AHorsePubs@aol.com.

AHP MESSAGE BOARD

Nominations being accepted for the 2002-2003 AHP Board of Directors

Two terms will be available for the 2002-2003 Board of Directors. If you are interested in being considered or wish to nominate someone, please contact Nominating Committee Chairman, Warren Wilson at (760) 546-1184; e-mail: wilson@horsetrader.com or Chris Brune at (386 760-7743; e-mail: ahorsepubs@aol.com.

Board members must be willing and able to attend meetings and actively participate in association activities and committees. Please state why you would like to be considered for nomination, how long you have been involved with AHP, and any committees and/or activities that you have participated in.

Elections will be held at the AHP General Membership Meeting scheduled for Saturday, June 22, 2002, at 1:00 p.m. at the Park City Marriott in Park City, Utah, during the AHP Catch the Spirit 2002 Seminar.

Niche Media Advertising Sales Seminars

Remember Carl Landau, the guy who sends cats in the mail. Carl spoke to AHP members at last year's seminar in San Mateo, California. He has provided his 2002 schedule for his Niche Media: Magazine Advertising Sales Seminars. This year he has made the seminar even more convenient to attend by converting the seminar to a one-day, jam packed format and holding the seminar in 10 locations across the country this Spring. You can check out all the seminar details at his new and improved website at: <http://niche-mania.com/>.

2002 Niche Media seminar schedule:

Orlando	April 8
Atlanta	April 10
Seattle	April 22
Dallas	April 24
Baltimore	May 6
Boston	May 8
Denver	May 20
Chicago	May 22

Want leads?

Sign up now for the 2002 AHP Newsstand Booth

The AHP Newsstand is a co-operative program that provides members with a cost effective way to exhibit at national and regional equine events. Over the past 10 years, many AHP members have discovered the benefit of distributing their publications and promotional pieces at a fraction of the cost of having their own booth.

Acquiring lists for potential new customers is costly and time-consuming. A free drawing for a one-year subscription held during each event generates a list of targeted horse readers. 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.

The AHP Newsstand booth will be at three more events in 2002. The next available show is Equine Affaire in Columbus, Ohio, on April 11-14. The AHP booth will make its first appearance at the Carolina Classic in Winston-Salem, North Carolina, scheduled for May 3-5. And we finish the year at the Equine Affaire in West Springfield, Massachusetts in November.

It's not too late to sign up to participate in the AHP booth at any of these three shows. Please contact the AHP office at (386) 760-7743 for more information. You will also find information and a trade show participation form at the AHP Web site at www.americanhorsepubs.org.

CALENDAR OF EVENTS

April 6-10, 2002

American Horse Council Convention
Hyatt Regency on Capitol Hill
Washington, D.C.
Phone: 202-296-4031

April 11-14, 2002

Equine Affaire
Columbus, Ohio
Phone/Fax: 740-845-0085
www.equineaffaire.com

May 3-5, 2002

Carolina Classic Horse Expo
LJVM Coliseum Complex
Winston Salem, North Carolina
Phone: 336-352-5000
www.CCHExpo.com

May 30 - June 1, 2002

All Industry Conference
San Diego, California
Phone: 303-295-2001
www.theleadershipforum.com

May 31 - June 2, 2002

Western States Horse Expo
Cal-Expo
Sacramento, California
Phone: 800-362-2411
www.horseexpo.com

June 20-22, 2002

AHP "Catch the Spirit" Seminar
Park City Marriott
Park City, Utah
Phone: 386-760-7743
www.americanhorsepubs.org

June 20-23, 2002

Festival of Champions
Gladstone, New Jersey

November 7-10, 2002

Equine Affaire
Eastern States Expo
West Springfield, Massachusetts
Phone/Fax: 740-845-0085
www.equineaffaire.com

December 4-8, 2002

AAEP Annual Convention
Orlando, Florida
www.aeep.org

February 28 - March 2, 2003

EquiFest of Kansas
Wichita, Kansas
www.showmasters.com
www.kansashorsecouncil.com

Industry News

International Horseshoeing Hall of Fame inducts three

The three men who have dedicated their lives to the horseshoeing industry and are included in the class of 2002 are Seamus Brady of Bridgewater, N.J.; Henry Heymering of Frederick, MD; and Lester Hollenback of Deltona, FL. The *American Farriers Journal* and the Kentucky Derby Museum jointly sponsor the International Horseshoeing Hall of Fame.

To nominate farriers for the 2003 International Horseshoeing Hall of Fame, send your nominee's name, address, background and biographical information, including relevant stories or notes, to American Farriers Journal, Attn: Hall Of Fame, P.O. Box 624, Brookfield, WI 53008-0624. Fax information to 262-782-1252 or e-mail to info@lesspub.com. The deadline for nominations is August 30, 2002.

2002 NRBC Media Awards go to ANCR Reiner & Quarterworld and GMC America's Horse

Since its inception two years ago, the National Reining Breeders Classic Media Award has become one of the most prestigious honors of its type in the western equine industry. For the first time, with dual awards for 2002, the designation goes international. Co-award recipients for 2002 are *GMC America's Horse* and the Italian publication, *ANCR Reiner & Quarterworld*. The 2002 NRBC Media Awards will be presented during the Saltgrass Steak House National Reining Breeders Classic, April 17-21 in Katy, Texas.

The National Reining Breeders Classic is the most successful stallion incentive program in reining history. In just four years, the NRBC has grown to include over 220 subscribed stallions and over 6,700 enrolled foals, and the payout at the 2001 Saltgrass Steak House National Reining Breeders Classic was over \$630,000. For information on the NRBC, visit the web site at www.nrbc.com or call 580-759-3939.

Paso Fino Horse Association shows positive growth

While the economic growth of the nation slowed in 2001, the Paso Fino Horse Association continued the positive growth trend it has enjoyed since 1993. The Paso Fino Horse Association boasted a 6.95% increase in membership, with over 8,700 members by the end of the 2001 Membership Year. Although the attack on the World Trade Center in New York took place just six days prior to the 29th Paso Fino Horse Association's

Grand National Championship Show and Sale, the show went on as scheduled at the Georgia National Fairgrounds & Agricenter, Perry, Georgia. There were 877 horses participating with 1,589 entries, making it the largest Paso Fino National Show ever held, and the largest equine event staged at the Georgia National Fair Grounds. The next show is scheduled for September 15-21, 2002 and will remain at the Georgia National Fairgrounds & Agricenter for 2003-2005.

ACT conducts development fund campaign

The National Agricultural Communicators of Tomorrow (ACT) is seeking financial assistance from agricultural communication companies in a development fund-raising campaign effort. The Jim Evans Development Fund, named for ACT's founding adviser, was established in fall 2000. Evans, professor emeritus at the University of Illinois, served as National ACT's faculty adviser for 25 years. Evans served with or taught many of the current leaders in the agricultural communications industry. ACT is proud to honor him for his outstanding contributions to agricultural communications.

The development of the fund coincided with National ACT's 30th anniversary. The organization's goal is to raise \$30,000 to support new chapters, professional development workshops, scholarships, publications and promotions.

Over the past 31 years, ACT has grown to include chapters in more than 20 states and Puerto Rico. ACT provides students an avenue both to increase their knowledge of agriculture and communication and to establish relationships with industry professionals and peers across the nation.

National ACT is a nonprofit organization. Individuals or organizations interested in contributing to the fund can contact Emily Eubanks, secretary/treasurer, at (352) 392-0502, or Ricky Telg, National ACT faculty advisor, at P.O. Box 110540, University of Florida, Gainesville, Fla., 32611-0540, (352) 392-0502, rtelg@mail.ifas.ufl.edu. You can find out more about ACT at <http://natact.ifas.ufl.edu>.

Western States Horse Summit expands

Expanding to a two-day agenda to cover both political and environmental issues, Rita Schlim, Western States Horse Summit Coordinator, announced a "line up of speakers we're really proud of who will address issues affecting all of our trails and horses in the ten western states. Our first Summit last

year was a huge success and drew over 125 participants from California, Oregon, New Mexico, Idaho, Nevada, Montana and other western states. But people felt they needed more time to really discuss the issues not only at the Summit but afterwards. For Summit 2002 we added an extra day and anticipate more equestrians, organizations, clubs and horse councils to attend the May 29th and May 30th Summit."

One of the speakers scheduled for May 29th is AHP Affiliate member and freelance Writer, Bonnie Davis, who will present "Figuring the Horsemen's Economic Value."

Summit 2002 will be held in the Cal Center, Cal Expo, Sacramento, California. For reservation forms or more information, contact Rita Schlim, WSHS Coordinator, (510) 657-5827 or e-mail rschlim@sbcglobal.net or rschlim@juno.com. Or check website www.horseexpo.com and click on Horse Summit.

Major Changes at Sidelines introduced in first issue of 2002

Sidelines, a national equestrian publication focused on polo, hunters and jumpers, and dressage, has announced major changes starting with the first issue in January 2002. The 14-year-old publication based in Wellington, Florida, is introducing a new editor, new size, new format, and interior color.

Mary Hilton has been named Editor-in-Chief at *Sidelines*. Mary comes to *Sidelines* from Horse Shows In The Sun (HITS) where she served as Media Director for the past two years. HITS, based in Saugerties, New York, is the largest producer of hunter/jumper shows under single management in the U.S. Mary's career in media spans more than 25 years. She has been a horse owner and dressage rider for the past 12 years.

NRHA Derby adds two days

During its January session, the National Reining Horse Association Executive Board made the decision to expand the NRHA Derby from a four-day event to six days. Originally scheduled for May 15-18, the 2002 Derby will begin on May 14 and run through May 19. According to NRHA Director of Operations and Events Management Chris Potter, the Derby had simply grown past the boundaries of the old time frame. "With the growth of the event and the increased amount of entries, it became evident that we needed to do something in order to maintain a workable schedule for exhibitors and fans."

Besides a full slate of ancillary classes and the headline 4 and 5-year-old competition, the Derby hosts the United States Equestri-

an Team Reining Championship Semi Finals. On Saturday, May 18, the Derby Spotlight Sale takes place, as well. Also, beginning with the 2002 event, the Collegiate Reining National Championships will be held during the NRHA Derby. A full western trade show is another highlight for Derby attendees, as is the Annual NRHA World Championship Awards Banquet.

The National Reining Horse Association is the governing body of the sport of reining,

responsible for promoting the sport, working to insure the highest standards of competition and educating its members and the public about reining. For more information on the NRHA, visit the web site at www.nrha.com.

Springfield wins NHSFR bid

The Land of Lincoln will play host to the National High School Finals Rodeo once

again in the years 2006 and 2007. Springfield, Ill., won the rights to host the NHSFR during the National High School Rodeo Association's annual Mid-Winter Board of Directors Meetings, which were conducted Jan. 22-26 in Farmington, N.M. Farmington will host the 2002 and 2003 NHSFRs before the event returns to Gillette, Wyo., for 2004 and 2005.

New Member Profiles

Publication Members

The Florida Horse

Thoroughbred breeding monthly magazine

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Carrie retired from over 15 years licensing her art globally as a commercial illustrator. Current trainings are master private investigator, dispute resolution, security and crime information analyst. Her industry expertise is the tangential factors affecting the thoroughbred industry - gambling, telecommunications and technology. She makes communicable sense of tough issues, for both industry and laypersons in the industry. She has worked with the Racing Post, CTBA, Thoroughbred

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Anna has over 8 years experience in business as publisher of Midwest SportHorse Journal and as a freelance writer and graphic designer. Her area of expertise is dressage, eventing, combined driving and sporthorse breeding. She has written articles for Dressage Today and Dressage & CT.

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Mary is a freelance journalist who writes features, profiles, and show coverage. Formerly, she worked for Horse Shows In

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Rebecca attends the University of Florida majoring in agricultural communications and pursuing a career in advertising. She is currently taking or has already taken classes in writing, reporting, public relations, web design, electronic media production, selling and graphic design. Two of her stories have been published in the College of Agricultural and Life Sciences annual newsletter/publication that is sent to every student and alumni in college. Rebecca has ridden and shown horses for over 14 years. She has trained and broke three yearlings and shown them successfully, one at the national level through the Palomino Horse Breeders of America. Along with the PHBA, she has also shown her horses at AQHA shows in all around amateur events, but western pleasure is her best event.

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Rebecca attends Midway College in Kentucky majoring in Equine Management/English. She interned through the Kentucky Equine Management Internship Program and has worked the yearling sales at Keeneland. She is an assistant farm manager at Chigger Ridge Horse Farm in Tennessee where she gives riding lessons to children and beginner adults. During camp months, she acts as head counselor. Her experience with horses includes Thoroughbreds, Arabians, Saddlebreds and Tennessee Walking Horses. She was the Equine Department Student Reporter at Judson College and has had several small articles published. In pursuit of a career working for an equine publication, she is currently freelancing and seeking an internship at a publication in the Lexington area.

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Kathy is a graduate student at UC San Diego, Extended Studies, where she majors in copyediting in pursuit of a career as an editor and writer. She earned her BS in Animal Science from Cal Poly, San Luis Obispo, and her MA in Liberal Arts from SDSU. A horse owner for 25 years, she is a dressage rider and has competed to Intermediate I, USDF Silver medalist. She is a former columnist for Southern California Riding Magazine. Before grad school, she wrote several articles for California Horse Review, EQUUS, and The Chronicle of the Horse. She was also editor of manuscripts and grant proposals for a medical research group at UCSD.

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Jenna is a graduate student at Clemson University pursuing a MA in Professional Communications toward a career in horse magazine writer/visual layout. Her father is a farrier and she learned to ride before she could walk. By age 12, she was training

horses. She has experience working cattle and using horses for trail work. She wrote articles as a former County Extension Agent and published a monthly newsletter for 4-H clubs. She serves on the Board of Directors of the Blue Ridge Back Country Horseman. She enjoys fiction writing and photography and currently freelances nonfiction.

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Kiera is a freshman at the University of Florida majoring in Animal Science/English. Her career goal is to write for a major equine magazine. As the owner of three show horses in the past six years, she is a hunter/jumper rider on the "A" circuit. Her equine background also includes being a volunteer at a small animal vet clinic, continual research on colic, lameness and behavioral problems, and being her own groom.

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Elizabeth attends Ithaca College majoring in Corporate Communications. She is currently seeking employment in an advertising account management or corporate communication position in New York City or Boston. Enrollment in the National Student Advertising Competition will result in a real-life advertising plan for client, Bank of America. She has been riding since age seven and has shown hunt seat at the children's hunter and junior hunter level.

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Sarah majors in advertising/public relations at Ithaca College. Her career goal is to be an editor of a horse publication. She has ridden horses for 11 years and has two horses that she has shown extensively throughout the northeast. She is interested in combining her love for graphic arts with her passion for horses. Sarah has been a volunteer for Canine Working Companions for the past two years. She designed several promotional pieces for them and has worked with the Executive Director of the program to distribute them in the community. She has also designed promotional materials for her trainer, Peter Axtell, to help him promote his services.