



AHP For the record

An association newsletter for members of American Horse Publications

Summer 2002

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AHP For the record
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Continuing the spirit of Park City

by Chris Brune



Neither weather delays or lost luggage or an arthritis flare-up would keep me from attending the AHP seminar in Park City. For one reason, I've never missed one for over 25 years. More importantly, it was the place to be. And over 150 attendees agreed with me.

From my wheelchair throne decked in red, white, and blue ribbons, I was able to lead the troops with help from a lot of special friends. I will never forget the 360s in the ballroom or the sprints across the lobby. And you'd be surprised how useful a cane can be.

Park City offered picture-perfect weather and mountain scenery. Three groups of riders saw the mountains up close and personal as they hit the trails at Homestead and Sundance. Hands down, Sundance won the best scenery award, especially when Robert Redford walked into his restaurant where a group of AHP members were having brunch.

But what gave the Park City Seminar a distinct feeling was the spirit of family. AHP seminars have always been a reunion of friends, but first timers were eagerly welcomed into the family. Members brought their families this year and 12 children of

AHP members became our very own "Children of the Light" as they participated in the Light the Fire Within ceremony to honor this year's Student Award Winner, Caraneen Smith, who shared the moment with her father, Jerry. Caraneen also celebrated her birthday with us on Saturday.

And we now all know that you have to be an athlete to climb the medal podiums at the Olympics. Maneuvering the three-steps to accept the gold, silver or bronze medalion was an achievement in itself for award winners in AHP's Annual Awards Contest. I promise I won't do that to you again. However, I will promise to ask Lori Wilson to sing for us again. Her rendition of the "Star Spangled Banner" was awesome.

One of the more memorable moments, and there were many this year, was the presentation of the first Equine Industry Vision Award to Alexander Mackay-Smith. Mr. Mackay-Smith died in 1998, but his wife, Marilyn, accepted the trophy in his honor as we sat in silence and tribute to the memory of a great man with a lot of heart and dedication to the horse industry. His spirit will truly live on through this award presented in partnership with Dan Kramer and Pfizer Animal Health.

Those of us fortunate to attend the Park City seminar returned home with lots of fresh ideas, new friends and many goodies, but our organization goes beyond the seminar and to the members who were unable to attend this year's event. Please visit the AHP Web site often to access fellow members and discover the new members who are added every month. The AHP Web site is getting a facelift thanks to the efforts of Mike Schumer, a summer intern at *The Blood-Horse*, so expect our new look to be revealed in the near future. Also, remember to access Career Resources, where you will find many of the seminar handouts available

And don't forget to mark your calendars for the Hunt Valley Seminar on June 19-21,

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Seminar attendees reach for the stars

For this year's seminar, AHP created a fun way to make sure members didn't miss any of the sponsored events at the Catch the Spirit 2002 Seminar in Park City. Each sponsor was given stickers to distribute at their function. Attendees collected these stickers to place on their "Catch the Spirit" Sponsor Card. If you missed one function, you lost the opportunity to improve your chances to win a special Grand Prize raffled during the Awards Banquet on Saturday night.

The winner-takes-all Grand Prize included a wide variety of items donated by the sponsors with a total value of nearly \$1,000. Donated items included a limited edition, signed and numbered *Western Horseman* print from Cowboy Publishing Group; two books from Publishers Press; a shirt from AQHA; lapel pin from Ryerss Farm for Aged Equines; flip top calculator from Equine Resources International; briefcase from Quebecor World TPC; t-shirt and book from Fancy Publications, suede and wool baseball jacket from Pfizer Animal Health; jacket and shirt from Merial Limited; and a Park City gift basket from AHP.

There was a frenzy of star-collectors at each event and by Saturday evening, attendees were redeeming their star-filled cards for one raffle ticket for every sticker. Lisa Kucharski, daughter of *The Sentinel's* editor, Sandy Kucharski, and previous winner of the Pfizer Star Search in 1999 in Nashville, pulled the winning raffle ticket. Grand Prize Winner was Chris Cassidy from *Horsemen's Corral*. For Chris, this was the "icing on the cake" for what was a last minute decision to attend the seminar. Chris works for former AHP President, Kathy Mezick, the *Corral's* publisher who had planned to accompany her sister Karol to Park City. A bad back caused Kathy to remain behind in Ohio and allow Chris to take her place. For Chris, just attending the seminar was an opportunity of a lifetime, but to win the Grand Prize, well that was indeed memorable.

American Horse Publications is very grateful to the many corporate sponsors who continue to support the association in providing members with an educational and memorable seminar experience. Sponsors for the Catch the Spirit 2002 Seminar not

only sponsored events and the lottery, but they also provided numerous giveaway items to attendees. No one went home empty-handed.

Platinum Medal Sponsors

Brown Printing Company

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Pfizer Animal Health

Student Award Dinner and

Equine Industry Vision Award

Quebecor World TPC Group

Awards Banquet

Gold Medal Sponsors

American Quarter Horse Association

Student Award Reception and

Internship Handbook

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Saturday Luncheon

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Saturday Breakfast

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Awards Program Booklet

Bronze Medal Sponsors

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Saturday Mid-morning Coffee Break

Intervet, Inc.

Saturday Mid-afternoon Coffee Break

Ryerss Farm For Aged Equines

Board Meeting Breakfast

Trueman Communications

Umbrellas

UK Equine Research Foundation

Friday Mid-afternoon Coffee Break

AHP Student Mentoring Program introduced

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 33 members for 2002.

To gauge the success of these programs, you only have look at the staffs of AHP members. In 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 Jacob, Equine Resources International; Lisa Munniksmma, *USDF Connection*; Heidi Nyland, *Horse & Rider*; and Christy West, *The Horse*, have earned positions within their chosen fields. Former Student Award winners like Summer Ann Best, former field editor at *The 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.

This year, AHP introduced 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. A mentoring workshop for students and AHP members who would like to serve as mentors was held during the AHP seminar in Park City, moderated by Connie Lechleitner, chairperson for the Student Mentoring Committee. Two matches were made during this workshop. Cassidy Rogers, a student at Rocky Mountain College, and AJ Mangum, *Western Horseman*, and Francine Acord, a student at Red Rocks Community College, and Jim Bret Campbell, *The American Quarter Horse Journal*. The committee is currently working on additional matches.

For more information and mentor or student application forms, please contact Connie at ohionews@oqha.com or Chris at ahorsepubs@aol.com.

Seminar *cont. from p.1*

2003, in Hunt Valley, Maryland, where we will try again for another best seminar ever.

Thank you to everyone who made my 10th anniversary a very special occasion. As

for my progress, I am currently undergoing acupuncture and physical therapy with a wonderful Chinese doctor who knows he has to get me back on my feet to walk Disney World as soon as possible.

AHP elects 2002-2003 Board of Directors

AHP members elected the slate of officers and directors recommended by the Nominating Committee at the General Membership Meeting held in June 22, 2002, in Park City, Utah.

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

Notification of Board Nominations was sent to members by e-mail and published in the Spring 2002 newsletter. The Nominating Committee, which consists of past presidents of AHP and chaired by Warren Wilson, reviewed several candidates and presented their recommendations at the General Membership meeting in Park City.

The criteria for selecting individuals as Board nominations is:

- Representation of small and large publications;
- A mix of association and self supported;
- Active participation in AHP activities;
- Involvement on committees;
- Years as AHP member
- Willingness and ability to attend meetings
- Directors serve a three-year term.

Connie Lechleitner, whose term as a Director expired in 2002, was elected to the Executive Committee. She is the Editor of *Ohio Quarter Horse News*, a state association magazine published 10 times a year. Connie has been attending AHP seminars for many years and currently serves on the Sponsorship Vision Award Committee and the New Media Committee. She is the Chairman of

the new Student Mentoring Program Committee, which has done an outstanding job of developing the program guidelines and forms. She has been an AHP Director for two years.

Affiliate member, **Jennifer Bryant**, whose term expired in 2002, was re-elected for a three-year term as a Director. Jen is a freelance writer, editor, and editorial consultant, author of *Olympic Equestrian: The Sports and the Stories from Stockholm to Sydney*, Eclipse Press 2000, and also serves as Editor of *USDF Connection*.

She wrote in her candidate's statement: "I was pleased and honored when the AHP membership elected me to the inaugural affiliate-member board position in 1999. As an AHP publication member since 1994 (*Hoof Print, Dressage & CT*) and an affiliate member (and full-time freelance magazine and book editor, writer, and author) since 1999, I have endeavored to facilitate the development of mutually beneficial professional relationships among AHP's member publications and the freelance writers, editors, photographers, and artists who contribute to their success."

"At AHP's twice-yearly board meetings, I have raised issues of concern to affiliate members while remaining sensitive to the challenges that face those who sit at the editors' and publishers' desks. In 2000, I organized and moderated AHP's inaugural freelancer/publisher workshop, held during the AHP seminar. The workshop attracted enough interest that it's been held at subsequent seminars, with the help of co-moderator Audrey Pavia.

"As a member of AHP's Seminar Committee, I enjoy helping to plan programs that will interest and benefit the membership. I hope to have the opportunity to continue making AHP an invaluable professional resource to all members."

Lindsay Serrell, publisher of *Maverick Press*, a monthly regional all-breed/all-discipline equine newspaper, joins the Board as a Director this year. Lindsay's presented her reasons for wanting to be a Director in her candidate's statement: "I have been a member of AHP for five years, attended and participated in five annual meetings and served on the auction preparation committee I am willing to serve on other committees and to attend two meetings per year.

"I would like to be a board member. I have been a working and contributing mem-

ber of committees and boards for many years. I believe members of boards should contribute in an appropriate manner. Knowledge of committee work is a useful asset. Colorado is an area that needs representation on the AHP board as the horse industry is growing and there are several publications, associations and universities all specializing in equine related matters. I have encouraged several people from Colorado to attend the annual meeting. I believe that as a friendly, outgoing person I would be a good liaison between the board and the members."

The following is the list of the newly elected Board of Directors:

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President: Frank Lessiter
American Farriers Journal

1st Vice President: Doug Hayes
The American Quarter Horse Journal
The American Quarter Racing Journal

2nd Vice President: Sue Copeland
Horse & Rider

Executive Board Members:

Deborah Taylor
UK Equine Research & Service Report
Connie Lechleitner
Ohio Quarter Horse News

Immediate Past President:

Barrie Reightler
Mid-Atlantic Thoroughbred

Executive Director:

Christine W. Brune

Directors

Stacy Bearse
Blood-Horse Publications
Jennifer Bryant
Affiliate member
Dean Hoffman
Hoof Beats
Carl Mullins
Cowboy Publishing Group
Lindsay Serrell
Maverick Press
Pat Trowbridge
Fancy Publications

First annual Equine Industry Vision Award winner honored

You could hear a pin drop in the room as Dan Kramer began to announce the winner of the first annual Equine Industry Vision Award to a record audience during the breakfast sponsored by Pfizer Animal Health on June 21, 2002, during the AHP Catch the Spirit Seminar in Park City, Utah. As Dan's words and the visual presentation chronicled some of the highlights of Alexander Mackay-Smith's achievements and contributions, the silence continued as AHP members absorbed the impact this man has had on the horse industry. Silent tears were shed around the room for the accomplishments of a man who many had never met, but whose legacy is well known in the equine world.

Alexander Mackay-Smith died in 1998. His wife, Marilyn, visually emotional at the respect and honor her husband has earned among his peers, accepted the Equine Industry Vision Award Perpetual Trophy, created by master artisan Peter Wayne Yenawine and commissioned by Pfizer Animal Health. Alexander's stepdaughter, Caroline Leake, also accompanied her mother to the confer-

ence to witness this tribute. Norman Fine, editor of *Covertside*, had nominated Mr. Mackay-Smith for this prestigious honor.

Alexander Mackay-Smith's achievements as an innovator and historian are numerous, but his role as editor of *The Chronicle of the Horse* for almost 25 years, marks him as a leader in the early years of equine publishing. He is an inspiration to all of us who continue to grow this industry for he is a role model for each of us to emulate. He envisioned the spirit of dedication and passion for horses, a spirit that AHP members must keep alive in memory of a true visionary.

Pfizer Animal Health and American Horse Publications are proud to present the Equine Industry Vision Award, the first major award to showcase innovation across the equine industry. Sponsored by Pfizer Animal Health, the award recognizes ingenuity and service. Alexander Mackay-Smith has set the bar for all future recipients.

The other finalists for 2002 (listed in alphabetical order) were Stanley F. Bergstein, Don Burt, Matthew Mackay-Smith, Piedmont Environmental Council and Robert

Vavra. They will be automatically re-nominated for 2003. Anyone is eligible to be nominated, or to nominate a candidate for the award and nominees may include individuals or organizations. Nominees will be 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 deadline for nominations for the 2003 Equine Industry Vision Award is January 1, 2003. The awards presentation will be held at the 2003 AHP annual seminar in Hunt Valley, Maryland on June 19-21.

For more information and/or to obtain a nomination ballot, please contact Chris Brune, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119, (386) 760-7743, ahorsepubs@aol.com, or visit www.americanhorsepubs.org.

AHP awards medals for excellence

It was a star-spangled evening in an Olympic city when the winners in American Horse Publications annual awards competition were announced on June 22, 2002, during the Catch the Spirit 2002 Seminar in Park City, Utah. The event opened with a stirring and original rendition of the "Star Spangled Banner" sung a capelo by Lori Wilson, wife of *California Horsetrader* publisher, Warren Wilson. In true Olympic fashion, gold, silver, and bronze medallions were placed around the necks of the first, second, and third place winners as they stood on the medals podium against the backdrop of a 18 x 12 foot United States flag.

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 *Covertside*, a quarterly foxhunters' newsletter published by The Masters of Foxhounds Association. General Excellence in the Tabloid/Newspaper category went to *Thoroughbred Times*, a national newsweekly tabloid of Thoroughbred racing. *Steeplechase Times* received honorable mention. Winning General Excellence Association Magazine

15,000 and under was *The Backstretch*, a national bimonthly Thoroughbred magazine, with honorable mention to *California Thoroughbred*. The Association Magazine 15,000 and over class winner was *Paint Horse Journal*, a monthly Paint Horse magazine, with honorable mention to *The American Quarter Horse Journal*. The winner of the General Excellence for State or Regional Publication was *Texas Thoroughbred*, a state bimonthly Thoroughbred magazine, with honorable mention to *Mid-South Horse Review*. In the category for Self-Supported Magazine with circulation under 15,000, the winner was *Equine Images*, a quarterly magazine celebrating the art and culture of the horse, with honorable mention to *Arabian Horse World*. *EQUUS* won the General Excellence for Self-Supported Magazine with circulation 15,000 and over. PRIMEDIA Equine Group also publishes the two honorable mentions in this class, *Horse & Rider* and *Practical Horseman*. 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 *Equine Images*.

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 *Arabian Horse World*, *Horse & Rider*, *Paint Horse Journal*, and *Thoroughbred Times* with 10 awards each, *The Backstretch* and *EQUUS* with 9 awards each, *The American Quarter Horse Journal* with 7 awards, *The Chronicle of the Horse* with 6 awards, and *Practical Horseman* with 5 awards.

Corporate and Affiliate members in this year's competition placed well. **Purina Mills LLC** won the Corporate/Affiliate Advertisement class. Affiliate member, **Julie Kimball**, placed second. In the Equine-Related Book class, **American Paint Horse Association** won with their book, *The American Paint Horse: A Photographic Portrayal*. The coffee table book included the photography of Affiliate member, David Stoecklein, and Darrell Dodds, Editor of the *Paint Horse Journal*. **Storey Books** received second and third place in the book class. In the Equine Calendar class, Corporate member, **PRIMEDIA Equine Group** earned second place to their publication, *Horse & Rider*, who took first.

The Blood-Horse, Inc. won the Single Issue/Specialty Publication class for the *Keeneland Magazine*.

The work of several Affiliate members was recognized. **Denise Steffanus** authored the third place winner in the News Reporting class with her article, "Poison In The Pasture" published in *The Backstretch*. A photograph taken by Affiliate member, **David Stoecklein**, won *The Horse* first place in the Open Color Editorial Photograph class.

Two Electronic Publication members received honors in the Electronic Publication class. **Bloodhorse.com** received first place for its website and **HorseCity.com** placed second.

The Merial Human-Animal Bond Award was presented for the first time to one article out of 20 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 and received a special engraved trophy presented by Merial. The member publication, in which the article was published, received an engraved plaque. Julianna May, Product Manager, Merial Equine, was on hand to present the inaugural Merial Human-Animal Bond Award. The winner was **Babette Williams** for her article "Lucky," which was published in *The Gaited Horse*, Spring 2001 issue. Alyson Stockham from *The Gaited Horse* accepted the award.

The 2002 competition, which was for material published in or by member publications in 2001, drew a total of 823 entries from 83 members. AHP President, Barrie Reightler and the staff at *Mid-Atlantic Thoroughbred* performed the responsibility for

processing the entries and acquiring the judges. The President's publication is ineligible for the contest, however entries from the year 2001 may be entered in the 2003 contest. This year's slate of judges included 25 professionals. A complete list of the winners is published online at the AHP website and is included in the 2002 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 2003 Annual Awards Contest for material published in 2002 will be sent to members in early December.

For further information on the awards competition or member benefits, contact: Chris Brune, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119; (386) 760-7743 or visit the AHP website at www.americanhorsepubs.org.

Inspiration lights the fire within at AHP Student Award Fund Auction

On Friday, June 21, American Horse Publications gathered in Park City, where several months ago athletes inspired the world with the best in competition and heart. On this night, AHP members celebrated their own light — their own inspiration by honoring the 2002 AHP Student Award Winner, Caraneen Smith, with a reception sponsored by the American Quarter Horse Association and a dinner buffet sponsored by Pfizer Animal Health. Participating in the evening's "Light The Fire Within" ceremony were 12 children of AHP members who represented the previous Student Award winners and the future of equine publishing. Michelle Berg Anderson, the 2000 Student Award Winner, was the torchbearer who passed the torch to this year's winner, Caraneen Smith, a communications major at Boston College. She adds her name to the ten young women who have been named Student Award winners since 1993, several of whom are currently employed by AHP members.

The tenth annual Student Award Fund Auction raised over \$4,000 in the silent auction and over \$1,000 in raffle ticket and t-shirt sales, for a total of \$5,124, an increase of almost \$1,500 over last year. Proceeds benefit the Student Award Fund, which rewards a college student pursuing a career in equine publishing with a cash award and an all-expense-paid trip to the annual AHP meeting. The Fund also presents cash

awards to the first and second runners-up and provides complimentary student membership and seminar registration certificates to all applicants.

The highest-priced item sold in the silent auction was a halter worn by Gato Del Sol, the 1982 Kentucky Derby winner, which was purchased by Nancy Gage, *The Horsemen's Voice*, for \$300. Rob Banner, *The Chronicle of the Horse*, purchased a Victory Gallop jacket donated by The Blood-Horse, Inc. for \$160. Susan Harding, Primedia Equine Group, acquired an original print by Sherrie Engler titled "Seattle Slew Remembered" donated by *The Horsemen's Corral* for \$150. And Rob Banner also bought a signed edition of David Stoecklein's book, *Spirit of the West* for \$140.

This year's biggest spenders were Nancy Gage and Jay Koch of *The Horsemen's Voice*, whose purchases totaled \$580. Others who spent over \$200 included Rob Banner, *The Chronicle of the Horse*; Warren Wilson, *California Horsetrader*; Natalie Riehl, *Rocky Mountain Rider Magazine*; Sue Copeland, *Horse & Rider*; and Stacy V. Bearse, Blood-Horse, Inc. Spending over \$100 were Bill Bales, *American Cowboy Magazine*; Susan Harding, Primedia Equine Group; Barrie Reightler, *Mid-Atlantic Thoroughbred*; Deborah Taylor, *UK Equine Research & Service Report*; Lance Peters, Craftsman Printers, Inc.; Deborah Madey, *Horse and Land Magazine*; and Connie Lechleitner, *Ohio Quarter Horse News*.

The silent auction and raffle are not possible without generous donations from AHP members, many who sent items even though they didn't attend the seminar. This year's donors included: American Quarter Horse Assn., American Youth Horse Council, *Appaloosa Journal*, Ariat International, Inc., The Blood-Horse, Inc., Breyer Animal Creations, Brown Printing Company, Certified Horsemanship Association, Colorado Horse Park, Jennifer Denison, Dover Saddlery, Inc., Tracy Gantz, Horse.com, *Horse Illustrated*, *The Horsemen's Corral*, *The Horsemen's Voice*, Horeware Ireland, Leather Goods of Spain, Life Data Labs, Inc., Manse Hill Silver, Merial Limited, Jennifer Forsberg Meyer, NAERIC, National Foundation Quarter Horse Assn., Nutramax Laboratories, Inc., Ohio Quarter Horse Assn., *Paint Horse Journal*, Audrey Pavia, Pfizer Animal Health, Philharmonic Society of Orange County, Primedia Equine Group, Roofus Research, David Stoecklein, *The Texas Thoroughbred*, Robert Vavra, *Voice of the Tennessee Walking Horse*, Susan von Borstel, *Western Horseman*, Westin South Coast Plaza, and Winsor Publishing.

A big thank you goes to those who purchased auction items and t-shirts: Francine Acord, Michelle Anderson, Bill Bales, Rob Banner, Stacy and Nancy Bearse, Jim Bret Campbell, Sue Copeland, Pat Eskew, Norman Fine, Nancy Gage, Tracy Gantz, Susan Harding, Moira Harris, Diana Hunt, Dean Jacobson, Teresa Jascob, Missy Kobel, Jay Koch, Dan Kramer, Sandy Kucharski, Christy Landwehr, Connie Lechleitner, Morgan Lightfoot, Paul Loomans, Deborah Madey, Carl Mullins, NFQHA, Cindy Perez,

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Take advantage of your membership

AHP members rate networking and affiliation with other equine publishing professionals as the most valuable benefit of their membership. While belonging to a group with the same concerns and goals as yours is important, AHP offers its members many other services and programs. Information and participation forms are available by contacting Chris Brune at (386) 760-7743 or email ahorsepubs@cfl.rr.com or ahorsepubs@aol.com or visiting the AHP Web site at www.americanhorsepubs.org.

Trade Show Program

The "AHP Newsstand" booth promotes your publication or service to thousands of horse enthusiasts at major equine events in the United States for an economical fee as well as provides valuable subscriber leads. Added distribution also benefits your advertisers. Participating members pay a nominal fee to defray the booth expenses.

Internship Handbook

The AHP Internship Program is designed to bring college students interested in pursuing careers in equine publishing to work at member publications. AHP provides an annual handbook that lists the internships available at AHP members and is mailed to colleges across the country. Students apply directly to the member. Internship listings are free to AHP members.

Annual Seminar

Every year, members have an opportunity to attend the annual seminar for an affordable member registration fee. This seminar is highly motivating and provides positive learning experiences for all levels. It also gives members a chance to mingle and communicate with fellow AHP members and other equine industry professionals.

Annual Awards Competition

The awards contest not only recognizes excellence in over 40 categories, but all entrants receive a judge's constructive critique for every entry they submit.

Association Publications

The association newsletter, *AHP For the record*, provides members with an update on activities and news. The annual Membership Directory is a handy reference that lists contact information on AHP members.

Student Award Contest

AHP awards an all-expenses-paid trip to their annual seminar to an undergraduate col-

lege junior or senior pursuing a career in equine publishing. This program increases awareness of the equine publishing industry in the college community.

AHP Web site

The AHP Web site at www.americanhorsepubs.org offers a resource center for information about AHP activities, programs, and news. Members are listed free in the online membership directory, which is used by both potential advertisers and subscribers looking for access to the equine publications market.

AHP Student Mentoring Program

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

AHP Newsgroup

The AHP Newsgroup is a list of AHP member email addresses. Messages are sent from the AHP administrative office to provide members with timely information about AHP activities and newsworthy items about the horse industry. AHP members may submit a press release or message containing information about an AHP member to ahorsepubs@cfl.rr.com as an email message. Do not send attached files. These news items are also listed online under Communiqués for easy reference.

AHP CareerTrack

The AHP CareerTrack is an online job bank that posts help wanted and talent available positions in equine publishing. Members forward their listings to ahorsepubs@aol.com for posting to the website.

Equine Industry Vision Award

The Equine Industry Vision Award, sponsored by Pfizer Animal Health and presented by American Horse Publications, is given annually in recognition of outstanding leadership, creativity and meritorious contribution toward positive changes in the equine industry. This distinguished award is a unique opportunity to publicly recognize ingenuity, originality and effective innovation that exemplify commitment, dedication and service to this industry.

AHP Hunt Valley Seminar 2003

It's not too early to switch gears and start thinking about next year's seminar on the East Coast. Seminar headquarters is the Marriott Hunt Valley Inn, situated on 18 acres in the heart of picturesque Maryland hunt country and located within 35 minutes of the Baltimore-Washington (BWI) Airport and only 15 minutes from downtown Baltimore. The Hunt Valley Inn and the adjacent business community was once the site of the 260-acre Gear Farm, where many foxhunts were held. Mrs. Joseph G. Ridgely, descendant of the original owners, was largely responsible for the introduction of Blockade, who won the Maryland Hunt Cup in 1938, 1939, and 1940.

A short distance from the hotel offers an opportunity for members to visit Shawan Downs. In the summer of 1997, the heirs to Shawan Farms decided to sell 300 acres of mostly inactive farmland near Hunt Valley in Baltimore County. Unsettled by the growing likelihood that eager homebuilders would transform the tranquil acreage into a cluttered, bustling development, a group of local citizens acquired the property under the aegis of the Land Preservation Trust. LPT, a nonprofit corporation, is now engaged in the second phase of the project - Shawan Downs - a first-class equestrian center and steeplechase course. The LPT conducted its first steeplechase meeting on September 29, 2001. The inaugural running of the Legacy Chase was enjoyed by over 10,000 race fans on a beautiful Saturday afternoon. Shawan Downs will also feature horse shows and three-day events. In keeping with the center's preservation mission, no significant infrastructure will be required to accommodate the equestrian facilities.

The Marriott Hunt Valley Inn offers complimentary parking and 390 guest rooms, each equipped with remote-control TV, phones with voice mail, and data port. Onsite facilities include the Cinnamon Tree Restaurant, Hunt Cafe, Paddock Lounge, indoor/outdoor pool and health club. Dates for the 2003 seminar are June 19-21. Group room rate is \$109 single or double (plus 13% room tax). The Marriott Hunt Valley Inn is located at 245 Shawan Road, Hunt Valley, MD 21031; phone: 1-410-785-7000; fax: 1-410-785-0341; www.Marriott.com. If you plan to travel by car, the hotel is conveniently located at exit 20A at Shawan Road off I-83. BWI Supershuttle offers transportation service from Baltimore Washington Airport (BWI). The Supershuttle desk is located in Baggage Claim on the lower level. Travel time to the hotel is 35-45 minutes with no more than three stops. Fares are \$28.00 per

continued next page

Have you visited the AHP Web site lately?

As an AHP member, one of the greatest communication and educational tools at your fingertips is the AHP Web site at www.americanhorsepubs.org. The online Membership Directory is regularly updated to include new members and provide the most current contact information. Members may access the directory in three views by membership category: an alphabetical list of members, a search by member name, or a complete list of member listings.

Missed the seminar in Park City? The Web site has the next best thing to being there. Guest speakers and moderators have furnished the handouts from their presentations to provide all AHP members with the information. These handouts and forms can be located in Career Resources, an area of the site designated as an information section on publishing topics and career assistance. Here is a list of the subjects currently available online:

- Small But Mighty Publishers Workshop: Develop Your Identity Statement
- 45 Super Ideas in 45 Minutes
- 10 Strategies To Increase Readership
- 7 Steps to Strategic Planning for Editors
- Advertising Roundtable: The Inner Workings Of The Advertiser's Mind
- Market Research: Purpose, Types, Online Tips
- Advertising Readership Trends
- Digital For Dummies
- Carl Landau: Perspectives on Professional Advertising Sales
- Working In The Horse World
- Getting Started in Equine Publishing: A Workshop for Writers, Artists and Photographers
- The Career Guide to the Horse Industry

Other popular areas of the AHP Web site include the AHP CareerTrack, which is a job bank for available positions or potential employees; and Communiques, a list of the latest member news and press releases.

Hunt Valley Seminar *continued*

person (one way); \$56.00 per person (roundtrip); \$10.00 for each additional person (one way). For more information or questions about the BWI SuperShuttle, call 410-859-3427.

Caraneen Smith wins AHP Student Award

Caraneen Smith of Carlisle, Massachusetts, is the American Horse Publications 2002 Student Award Winner. She received a cash award of \$500 plus an all-expense trip to AHP's annual meeting and seminar held in Park City, Utah, in June.

Undergraduate college students pursuing a career in equine publishing are eligible to compete for the AHP Student Award. Applicants are scored on the following criteria: academics, relevant experience, skills/abilities, presentation of materials, and career goals/assertiveness. The Student Award Contest is designed to award the student who scores the highest overall.

Caraneen is a senior at Boston College, where she majors in Communications and has a 3.5 GPA. She is the daughter of Gerald and Elizabeth Smith. A creative web designer, photographer, graphic artist, writer and editor in the hunter/jumper show world, Caraneen is a multi-talented young lady. She founded and manages Bigeq.com, a popular website for young show riders. As a freelancer, her articles and photographs have appeared in *The Chronicle of the Horse* and *Sidelines*, among others.

Three other Student Award applicants received special recognition. Kathryn A. Navarra, a senior at the State University of New York at Geneseo majoring in Communications with a minor in Public Relations, Business, was named First Runner-Up and received a \$100 cash award. There was a tie for Second Runner-Up and two applicants each received a \$50 cash award. Magdalena Beme, a senior at Iowa State University, majors in Animal Science and Journalism. Dawn Sydebotham is a junior at Oklahoma State University, where she majors in Agricultural Communications/Animal Science.

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 online Membership Directory at www.americanhorsepubs.org
- AHP newsletter, "For the record"

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 2002 Internship Handbook, sponsored by the American Quarter Horse Association, provides information about the program, a directory of participating AHP members, and an application.

Students who will be a junior or senior at the start of the 2003-2004 undergraduate college year, with at least one semester before graduation, may request a brochure and application for the 2003 Student Award contest this fall.

To request information about any of our student programs, please contact: Chris Brune, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119; (386) 760-7743. To keep updated on AHP news, bookmark the AHP website at www.americanhorsepubs.org.

Children of the Light

continued from page 5

Lance Peters, Carolyn Read, Barrie Reightler, Diane Rice, Natalie Riehl, Rene Riley, Marilyn Mackay-Smith, Lua Oas Southard, Deborah Taylor, Pat Trowbridge, Warren Wilson, Tom and Lori Winsor, plus all who bought raffle tickets.

Recognition for their assistance in planning and preparing for the Student Award Fund Auction and activities goes to Lua Oas Southard, Teresa Jascob, Pat Doennig, Sue Copeland, Doug Hayes, Deborah Taylor,

Dave Harding, Jennifer Bryant, Missy Kobel, Pat Trowbridge, and Barrie Reightler. The event would not be possible without continued support and enthusiasm for this special event from sponsors, Dan Kramer of Pfizer Animal Health and Cindy Perez, of AQHA. Additional thanks is expressed to Doug Hayes, chairman of this year's Student Award contest, Julie Kimball, who judged the competition, and to all the "Children of the Light:" Betsy Reightler, Catherine Hoffman, Paul Southard, Nile and Casey Wilson, Kate and Ben Rosenthal, Lisa, Kevin and Justin Kucharski, Kevin Kramer and Jessica Kobel, for providing a memorable event in the Olympic City.

AHP Who's Who

A few years ago, American Horse Publications expanded its membership categories to recognize the globalization of equine publishing by adding an International membership category. International membership is available to printed publications distributed primarily outside North America, published in any language and primarily devoted to the equine industry and related lifestyles as well as individuals and businesses, agencies, organizations and associations that support the purposes and goals of AHP who reside outside of North America. International Member dues, payable in U.S. funds, is equivalent to the ap-

propriate membership category plus a \$35 surcharge to cover shipping for members who wish to receive information by mail.

Currently, AHP has three International members listed on the membership roster for 2002. *Endurance World*, a bimonthly endurance magazine published in the United Arab Emirates, is our first International Publication member. Affiliate member, **Arnd Bronkhorst**, is a Dutch freelance photographer from Holland whose work has appeared in equine publications internationally. Our newest International member is **Horseware Ireland**, of Ireland, a Corpo-

rate member and manufacturer of blankets and horse equipment.

If you know of an International publication, freelancer or business that would benefit from joining our association, please encourage them to visit the AHP Web site or contact Chris at ahorsepubs@aol.com for membership information.

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.



CALENDAR OF EVENTS

October 31 - November 3, 2002

Certified Horsemanship Association
Conference
YMCA Camp Manitou-Lin
Grand Rapids, Michigan
Phone: 1-800-399-0138
www.cha-ahse.org

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.aaep.org

January 16-19, 2003

Horse World Expo
Maryland State Fairgrounds
Timonium, Maryland
Phone: 410-668-2800
www.horseworldexpo.com

January 30-February 2, 2003

Equine Affaire
Fairplex
Pomona, California
www.equineaffaire.com

February 6-9, 2003

Equus America!
Reliant Arena
Houston, Texas
www.equusamerica.com

February 13-15, 2003

NRHA Convention
Las Vegas, Nevada

February 14-16, 2003

Horse World Expo
New Jersey Convention & Exposition
Center at Raritan Center
Edison, New Jersey
Phone: 410-668-2800
www.horseworldexpo.com

February 28-March 2, 2003

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

February 28-March 2, 2003

Horse World Expo
Pennsylvania Farm Show Complex
Harrisburg, Pennsylvania
Phone: 410-668-2800
www.horseworldexpo.com

April 10-13, 2003

Equine Affaire
Ohio Expo Center
Columbus, Ohio
www.equineaffaire.com

April 24-27, 2003

Equus America!
American Royal Center/Kemper Arena
Kansas City, MO
www.equusamerica.com

For more information on AHP or any of its programs, contact:
AMERICAN HORSE
PUBLICATIONS
49 Spinnaker Circle
South Daytona, FL 32119
386-760-7743
Fax: 386-760-7728
Email: AHorsePubs@aol.com
Website: www.americanhorsepubs.org

Membership Survey Facts

In April, American Horse Publications conducted a membership survey to evaluate the programs and benefits being offered to its members. Sixty (60) members responded to the four-page questionnaire that was tabulated by Deborah W. Taylor, Chairman of the Growth Study Committee.

Here is a summary of some of the interesting facts resulting from this survey:

Respondents included 56.7% Publications, 28.3% Affiliate Members, 8.3% Corporate Members, and 5% Student Members.

- Over 50% of the respondents have been a member for 4 or more years, 38.3% have been members for 1-3 years, and 10% have become new members in the past year.
- The Awards Contest had the heaviest participation with 66.6%, followed by Seminars at 58.3%, and the AHP Newsgroup at 31.7%.
- Clearly, networking was the most valued benefit by the respondents, followed by affiliation with an equine publications group, seminars, and receiving press releases from the AHP Newsgroup.
- Over 86% said they recommend AHP membership to others.
- The most frequently cited benefits were Networking, Continuing Education, and Newsgroup.
- 73.3% of the respondents chose e-mail as their number one preference for receiving information from AHP, with 26.6% preferring mail.
- Almost 72% use the AHP Web site and over 68.3% found the Web site valuable.
- Over 45% preferred June 10-13, for the 2004 seminar dates with 33.3% giving no preference.
- 35% had attended 1-4 seminars, 16.6% had attended 5-9 seminars, and 11.7% had attended 10 or more. 36.6% of the respondents had never attended an AHP seminar.
- 33.3% felt the Judges' Critiques were the most important reason to enter the Awards contest, with Staff Recognition and Promotional Value at 23.3% and 21.7% respectively.

Several members share their thoughts on the benefit or value they have received from being an AHP member.

"We were just so new to publishing when we started. It was great to connect with others who had already been there and whose opinions we could respect and trust."

Rhonda Hart-Poe, Editor, *The Gaited Horse*

"There is a certain value in being part of a national organization of people who can relate to what I do, especially since I am a one-

person operation. Though I don't access the Web site or use some of the other member services regularly, I know they are available. The seminars are the biggest benefit to me for education and inspiration. I enjoy the chance to travel and to meet the fun and interesting faces that go with the names I see in print all the time—the people who write, photograph and spread the word about my favorite animal, the horse."

Sandy Kucharski, Editor, *The Sentinel*

"AHP membership is directly responsible for several important career opportunities that have come my way. The contacts I've made have been invaluable and the information I've gathered at the AHP seminars has benefited both the publications for which I've worked and me professionally."

Jennifer Bryant, Affiliate Member

AHP MESSAGE BOARD

Wanted: Park City Seminar candids

If you took photographs during the AHP Seminar in Park City and would like to share them, please send to Chris Brune, AHP, 49 Spinnaker Circle, South Daytona, FL 32119.

Sign up for AHP Trade Show Program for 2003

"We have achieved excellent exposure in the United States for a very low cost. The Trade Show Program alone is worth the membership."

Karin Apfel, *Horsepower Magazine/Horse Sport Magazine*.

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.

Fees:

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)

AHP Newsstand booth will be at the following events in 2003:

Horse World Expo, January 16-19, 2003, Maryland State Fairgrounds, Timonium, MD

Equine Affaire, January 30-February 2, 2003, Fairplex, Pomona, CA

Equine Affaire, April 10-13, 2003,

Ohio Expo Center, Columbus, OH

Equine Affaire, November 2003,

Eastern States Expo, W. Springfield, MA

To participate, contact Chris at (386) 760-7743 or ahorsepubs@aol.com for a Trade Show Participation Form.

Industry News

Date change for NRHA Convention

The National Reining Horse Association has announced that the 2003 NRHA Convention dates have been changed to February 13-15, 2003. The event will be held in Las Vegas, Nevada, at the Excalibur Hotel and Casino.

With the theme of Education, Communication and Entertainment, the convention will feature the NRHA Awards Banquet, as well as seminars and demonstrations and some special 'fun' activities."

The National Reining Horse Association is the worldwide governing body of reining, responsible for promoting the sport, working to insure the highest standards of competition. With corporate support from Cinch, Sundowner Trailers, Saddlesmith, Profile Nutrition, *Horse & Rider* magazine, Markel Insurance, Pfizer Animal Health, *Quarter Horse News*, Kiser Arena Specialists, State Line Tack, nrha.reiningnet.com and Classic Equine the NRHA continues to educate its members and the public about reining. For information on the NRHA visit the web site at www.nrha.com or call 405-946-7400.

Appaloosa license plate becomes reality

In March, the Appaloosa officially became the first horse breed to be featured on a U.S. license plate. In a special ceremony, Idaho Governor Dirk Kempthorne signed a bill creating an Appaloosa license plate for

the state that features an Appaloosa against a backdrop of rolling mountains with the words "Discover Heritage" across the top and "Appaloosa" across the bottom. As the state horse of Idaho, the Appaloosa is an important part of the region's heritage. The word "Appaloosa" comes from the word "Palouse", the name of a river in Northern Idaho. The colorful spotted horses were originally referred to as "Palouse horses", and over time the phrase evolved into the word "Appaloosa". The breed was made famous by the Nez Perce tribes of the Northwest, who bred selectively for strength and intelligence and incorporated Appaloosas into almost every aspect of their daily lives. Achieving this milestone took several years of planning and hard work. The ApHC Marketing Department conceived the idea and designed the plate. Representative Tom Trail of Moscow sponsored and supported the bill in both the House and the Senate. Appaloosa enthusiasts in Idaho played a big role as well by contacting their Representatives. Legislators were overwhelmed with the number of letters sent in support of the bill.

International Equine Veterinarians Hall of Fame inducts two new members

Two very talented equine veterinarians, James Rooney, Queenstown, Maryland, and Richard Mansmann, Apex, North Carolina, have been inducted into the International Equine Veterinarians Hall Of Fame, sponsored by *American Farriers Journal*. Nomina-

tions for next year's class are now being accepted. Send nominations to *American Farriers Journal*, Hall of Fame, P. O. Box 624, Brookfield, WI 53008-0624. Information can be faxed to (262) 782-1252 or e-mailed to info@lesspub.com. Please include your name, address and phone number in case more information is needed. Deadline for nominations is January 30, 2003.

Tufts Animal Expo sessions deal with sport psychology, equine and public health issues

The third annual Tufts Animal Expo, to be held in Boston, Massachusetts, on September 12-15, 2002, will offer 76 hours of educational programming devoted to the special needs of the professional equine enthusiast, large animal veterinarian and veterinary technician. Noted professionals from veterinary and other equine professions will be speaking. The Expo's Opening Ceremony on Thursday evening, September 12 will feature Jack Hanna as the Keynote Speaker. Mr. Hanna is Director Emeritus of the Columbus Zoo, the popular host of the television series, Jack Hanna's Animal Adventures, and one of America's most beloved naturalists and adventurers. Hill's Pet Nutrition®, Tufts Animal Expo Leading Sponsor, will be sponsoring Mr. Hanna's appearance. For up-to-date information on educational programs, speakers and registration please visit the web site at www.tuft-animalexpo.com or call 1-800-642-9429.

New Member Profiles

PUBLICATION MEMBERS

Equestrian Retailer

Trade magazine for the equine industry

Contact: Rob Minearo

83 Leicester Street

North Oxford, MA 01537

Phone: 508-987-8900

Fax: 508-987-5887

E-mail: rminearo@westernhorseman.com

Equestrian Talk

Monthly regional equestrian sports magazine

Contact: Arlene Newman

11 Hamilton Hill Road

Lincroft, NJ 07738

Phone: 732-219-9541

E-mail: arlene1jn@aol.com

URL: <http://equestrian-talk.com>

Horse and Land Magazine

Deborah Madey

621 Shrewsbury Avenue

Shrewsbury, NJ 07702

Phone: 732-345-0656

National Foundation Quarter Horse Journal

Foundation Quarter Horse news and information

Contact: Gail Zscheile

P. O. Box P

Josephs, OR 97846

Phone: 541-426-8813

Fax: 541-426-4206

E-mail: nfqha@eoni.com

URL: www.nfqha.com

Sidelines

Polo, Hunter/Jumper, Dressage Magazine

Contact: Samantha Charles

11320 Fortune Circle, Suite G14

Wellington, FL 33414

Phone: 561-790-6506

Fax: 561-790-6686

E-mail: sideline@gate.net

URL: www.sidelinesnews.com

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New Member Profiles *continued*

URL: www.horsetrails.com

Bonnie is a freelance writer and editor of *Trail Blazer Magazine*. She was editor of *The Western Horse Magazine* from 1994-1997. She has nine years experience as an equine publication editor and writer. Her area of expertise is equestrian trail issues/advocacy; equine welfare, stable, and horse management practices.

Jan Mansfield

Equestrian Media Relations Advisor

Janus Communications

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Fax: 604-926-4333

E-mail: januscom@shaw.ca

Jan is a freelance writer and photographer for *Canadian Horse Journal*, *Horse Sport*, *Pacific & Prairie Horse*, *Gaitpost*, *HorsePower* and *Horse Canada*. She has been in business for three years and her area of expertise is hunter/jumper.

Judy Wardrope

(J. W. Equine)

Freelance writer

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Wetaskiwin, AB, Canada T9A 2G5

Phone/Fax: 780-352-3077

E-mail: jwequine@telusplanet.net

Judy is freelance writer who writes under the byline J.W. Equine. She has been in business for over 10 years and her articles have appeared in *California Thoroughbred*, *Texas Thoroughbred*, *Ride! Magazine* and numerous Canadian and international publications. Her area of expertise is pedigrees and horsemanship.

CORPORATE MEMBERS

Booger Barter Team Roping

Team roping events

Contact: Booger Barter

P. O. Box 69

Athens, TX 75751

Phone: 903-677-3757

Fax: 903-677-2692

E-mail: booger@cox-internet.com

URL: www.boogerbarter.com

Breyer Animal Creations

World's premiere model horse manufacturer

Contact: Natasha Wieschenberg

14 Industrial Road

Pequannock, NJ 07440

Phone: 973-694-5006, ext. 188

Fax: 973-694-5213

E-mail: nwieschenberg@reevesintl.com

URL: www.breyerhorses.com

The Colorado Horse Park at High Prairie Farms

Major equestrian facility for horse shows, boarding and education events

Contact: Helen Kriebel

7522 S Pinery Dr.

Parker, CO 80134

Phone: 303-841-5550

Fax: 303-841-7879

E-mail: kriebel1@aol.com

URL: <http://highprairiefarms.com>

Equine Marketing Network

Innovations to accelerate profitable growth

Contact: Lori Lampert

900 Big Mount Road

Thomasville, PA 17364

Phone: 717-292-3638

Fax: 717-292-1952

E-mail: stableviews@netrax.net

Equus America!

Equine events presented by John Lyons

Contact: Kevin and Karen McIntosh

3135 S. Stoddard Road

Meridian, ID 83642

Phone: 208-888-7995

E-mail: karen@equusamerica.com

URL: www.equusamerica.com

Finish Line Quality Horse Products, Inc.

Manufacturer of quality equine health care line

Contact: Steve Blanchard

P. O. Box 1000

Bensenville, IL 60106

Phone: 630-694-0000

Toll Free: 800-762-4242

Fax: 630-766-6000

E-mail: info@finishlinehorse.com

URL: www.finishlinehorse.com

Fort Dodge Animal Health

Leading veterinary pharmaceutical company

Contact: Rob Daily

9401 Indian Creek Pkwy, Suite 1500

Overland Park, KS 66210

Phone: 913-664-7326

Fax: 913-664-7122

E-mail: RDaily@fdah.com

Half Halt Press, Inc.

Specialist equestrian book publisher

Contact: Beth Carnes

P. O. Box 67

Boonsboro, MD 21713

Phone: 301-733-7119

Fax: 301-733-7408

E-mail: hhpress@aol.com

URL: www.halfhaltpress.com

Horseware Ireland

Manufacturer of blankets and horse equipment

Contact: Jenny Pratt

Finnabair Industrial Estate

Dundalk, C. Louth, Ireland

Phone: +353 42 9389000

Fax: +353 42 9337671

E-mail: info@horseware.com

URL: www.horseware.com

La Cense Montana

Natural horsemanship - trainers, horses

Contact: William Krieger

4600 Carrigan Lane

Dillon, MT 59725

Phone: 406-683-8777

Fax: 406-683-8778

E-mail: info@lacensemontana.com

URL: www.lacensemontana.com

Leather Goods of Spain Impex Sol Int'l.

Manufacturer/Importer of Leather Goods

Contact: Lilo Navales

12419 Waterfall Crest Way

Chesterfield, VA 23832

Phone: 804-790-0200

Fax: 804-790-1895

E-mail: info@impexsol.com

URL: <http://LeatherGoodsofSpain.com>

Rhea & Kaiser Marketing Communications

Full service marketing communications agency

Contact: Dave Harding

400 East Diehl Road

Naperville, IL 60563

Phone: 630-955-6619

Fax: 630-505-4670

E-mail: david_harding@rkconnect.com

URL: www.rkconnect.com

STUDENT MEMBERS

Francine Acord

P. O. Box 8

Kremmling, CO 80459

Phone: 970-724-1230

Fax: 970-724-9340

E-mail: facord@earthlink.net

Francine attends Red Rocks Community College where she majors in Business/Writing in pursuit of a career as a freelancer. She has life-long experience on a family 600 cow/calf cattle ranch where they still feed their cows in the winter with 2 to 4-horse hitch Percheron teams. She and her daughters raise Paint and Quarter Horses for show and ranch work. Francine attends college online due to her remote location. She is working on an intriguing historical project about their family ranch. She has had one

New Member Profiles *continued*

short story published and two more scheduled for this summer.

Julie Anna Bates

1782A J Street
Arcata, CA 95521
Phone: 707-822-3365
E-mail: juliebug90@hotmail.com
Permanent address
3605 Southwood Ave.
San Mateo, CA 94403

Julie is a journalism major at Humboldt State University. Her career goal is to join the staff of a horse-related publication. Since 1992, she has been taking English riding lessons and last summer she worked as a horseback riding instructor for Spring Down Equestrian Center in Portola Valley, CA. Her publishing experience includes an internship for ChickClick.com, an online magazine for young women and staff writer for on campus newspaper. Her article for an on campus magazine received an honorable mention from the California Intercollegiate Press Assn. She also did layout, editing and writing for the campus women's center publication. She currently freelances her stories.

Nichole Kathlyn Blubaugh

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Findlay, OH 45840
Phone: 419-427-1299
E-mail: Jumpinhigh99@hotmail.com
Permanent address
8937 Leichthy Rd.
Smithville, OH 44677
Phone: 330-669-3677

Nichole is pursuing degrees in English Equestrian Studies and Broadcast Journalism at the University of Findlay. She plans to use her knowledge of horses and her passion for writing and covering horse events in her pursuit of a magazine writing and/or broadcast career. She began riding at age six and competed in western pleasure and horsemanship from 4-H to the Quarter Horse Congress. An interest in jumping has motivated her to learn to ride hunt seat, dressage and saddle-seat.

Tiffany Renee Combs

800 Heath St. Apt. 85
Greenville, NC 27858
Phone: 252-757-3957
E-mail: throdabrik@aol.com
Permanent address
112 Camelot St.
Washington, NC 27889
Tiffany majors in small business management at East Carolina University. She is currently seeking information about careers in the horse industry since she has been involved in the horse world for 13 years. Her equine background includes showing, train-

ing, instructing and part time management of a boarding facility.

Jennifer Frye

PMB 187, 4051-G Barrancas Ave.
Pensacola, FL 32507-3482
Phone: 919-247-8068
E-mail: jcfrye2@ureach.com
Permanent address
5 Joanna Way
Chatham, NJ 07928

Jennifer is a graduate student at Florida State University, College of Law. She received her BA in journalism in 1999 and plans to write an equine law column and to practice copyright law for a horse magazine. She has been showing in hunters and hunt seat equitation, mostly green hunters, for 20 years. She completed in the Open division on the ISHA equestrian team all four years at North Carolina State University. She has worked for a local newspaper, which involved editing, typing, copyediting and page layout. Her special interest story was published in the NCSU newspaper and she was sports editor for her high school newspaper for three years.

Marin Leigh Herndon

1321 Village Park Ct.
Ft. Collins, CO 80526
Phone: 970-419-5518
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