



# AHP For the record

An association newsletter for members of American Horse Publications

Winter 2003

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### AMERICAN HORSE PUBLICATIONS

49 Spinnaker Circle  
South Daytona, FL 32119  
386-760-7743; Fax: 386-760-7728  
E-mail: AHorsePubs@aol.com

Web Site: [www.americanhorsepubs.org](http://www.americanhorsepubs.org)

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



## Tally Ho to Hunt Valley in 2003

American Horse Publications members are traveling to hunt country this year when attendees will convene in Hunt Valley, Maryland, on June 19-21, 2003, for their annual meeting and seminar. As one Maryland resident wrote me, "Maryland, the real heartland of horses, we just let Kentucky say it is so we can try harder." Well, AHP members will have an opportunity to test that statement during the pre-seminar tour scheduled for Thursday, June 19. And Kentucky will have its chance for a comeback when AHP heads to Lexington in 2004.

The Hunt Valley Seminar plans to be another not-to-be-missed event. Here are some of the headlines to get you motivated and ready to head to Maryland this summer.

### Scheduled Sessions, with more in the works

#### Marketing Your Publication or Organization on a Shoestring Budget

We've all heard the terms "value added service" and "customer focused marketing," but how do you add value and focus on your customer without going broke? This program is perfect for Marketing Professionals, Managers, and Publishers looking for new, easy-to-use, take-away ideas to improve their marketing efforts while controlling - even reducing - the budget!

In this 75-minute program, you will learn: 3 easy steps to developing a marketing plan; #1 web marketing secret to improve your Internet ranking; How to measure the success of your marketing efforts; 6 Secrets to never paying for advertising again; 3 techniques to excellent customer service; How to do market research without blowing the budget; 5 fabulous emarketing solutions to save you hundreds of marketing dollars.

This session will be held on Friday morning and presented by Kirstin (keer - sten)

Carey, President of Orange Tree Training & Speaking Group, a communications expert who trains and coaches professionals to improve their communications and presentation skills and to "give their work a little juice."

Kirstin has a B.A. in Speech Communications and has been speaking to audiences for over a decade. The trainers in her company work with clients from companies such as AAMCO, American Cancer Society, American Express, Crozer-Keystone Health Systems, Dermik Labs, Merck Pharmaceuticals, the Social Security Administration, and Verizon. In addition to her Board positions for the Main Line Chamber of Commerce and the Association for Women in Communications, Kirstin is also a committee leader for the National Speakers' Association and the charity The Career Wardrobe. Kirstin is a columnist for ten on-line publications, and her latest communications book, *She Speaks, They Listen: Powerful Communications for Women*, is due for release this year. Her "tell it like it is" marketing book, *Marketing Your Small or Growing Business on a Shoestring Budget*, is available right now.

Kirstin is happily married to real estate investor, Tom Carey. The two enjoy spending time remodeling their 100-year-old home in Conshohocken or playing with their dog Coal.

### 3 Writing and Editorial Sessions with Don Ranly

Dr. Ranly has been a professor of journalism at the Missouri School of Journalism for more than 28 years, where he heads the magazine program. He is a veteran presenter of more than 950 writing and editing seminars and author of books on the subject. Don is internationally sought as a writing and publications expert. This will be his second appearance at an AHP seminar, having presented a full day session in Vail, Colorado, in 1997. This year, Don will present the follow-

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## Seminar *cont. from p.1*

ing three separate sessions during the two-day conference.

### **Reinventing Print**

The Internet is here to stay! It's not going away, and it has changed everything. Do your publications look the same as they did five or 10 years ago? What have we learned from the Internet to make our publications more efficient and effective? In this session you will learn how to: write for the click-here reader; layer information for different people at different times; apply the rules for writing on the Internet to print; and produce a magazine that is reader-friendly and navigable.

### **Refrigerator Journalism: How to Deliver Information That is Useful, Usable and Used**

In today's Internet world, in-a-hurry readers want practical information presented in the most efficient, effective, interactive and navigable way. Everyone — writers, editors, designers, photographers, and illustrators — must become concerned with the presentation of ideas. Learn the techniques of "refrigerator journalism" — present information your readers will clip and stick on their refrigerators or bulletin boards.

### **Ranly Review: A Power-Point Presentation of American Horse Publications**

In this session, Dr. Ranly will lead a discussion of member publications by presenting covers, tables of content, editors' messages, letters to the editor, titles, captions, leads, features, etc. More specifically, Ranly will apply the principles and techniques of good magazine-making in the Internet age. Come join the fun!

### **Improve Your Magazine: Ten-Step Self Critique**

Bring your magazine with you and use it to conduct your own guided critique that can help you evaluate ways that your magazine can be improved. Take the critique process back to your staff and use it as the consensus-building session that will encourage developing better ways for your magazine to fulfill its mission statement and provide more engaging and creative content to its readers. The self-critique analyzes your magazine's design, structure, creative content, accessibility, and brand identity. The critique scores your magazine on the: applicability of the magazine mission to its structure; effectiveness of design and branding; quality of typography and production; suitability of the cover, contents pages and department openers; structure of yearly calendar.

This session is scheduled for Friday afternoon with Rob Sugar, President and creative Director of AURAS Design, Inc. a firm specializing in publications design and corporate communications. As founder of the 20-year-old firm, Rob has been responsible for the design or redesign of more than 60 publications. He taught publication design for nine years at American University and continues to lecture on the subject at conferences, such as Folio, and publishing houses around the country.

### **Plus more... including an ad sales session with Carl Landau of Niche Media, the "45 Super Ideas in 45 Minutes" panel, and additional breakout sessions.**

## **Seminar Headquarters**

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 Marriott 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.

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. The Marriott Hunt Valley Inn ([www.Marriott.com](http://www.Marriott.com)) is located at 245 Shawan Road, Hunt Valley, MD 21031.

**For hotel reservations**, call 800-228-9290 or 410-785-7000. Be sure to mention you are with American Horse Publications. Cutoff date is May 28, 2003. Group room rate is \$109 single or double (plus 13% room tax).

If you plan to travel by car, the hotel is conveniently located at exit 20A at Shawan Road off I-83. There is plenty of free parking at the hotel. The drive between the airport and the hotel is approximately 20-30 minutes during non rush hours. If you prefer to take the shuttle from the airport, the 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 per person (one way); \$56 per person (roundtrip); \$10 for each additional person (one way); \$75 per

van for exclusive 7-passenger van. This amount does not include gratuity. For more information or questions about the BWI Supershuttle visit [www.supershuttle.com](http://www.supershuttle.com). You do not need a reservation for arrival.

## **Hunt Valley Tour**

Plans for the Hunt Valley Tour include visits to the Maryland Hunt Cup Race Course, Shawan Downs, Sagamore Farms and Ladew Gardens. A brief paragraph on each attraction is included below to provide attendees with a sneak preview. All stops are within 30-minute drive of the Marriott Hunt Valley Inn.

Tentatively, the full day bus tour will start around 9:00 a.m. on Thursday and return to the hotel by 4:30 p.m. Cost of the tour will be announced at a later date.

**The Maryland Hunt Cup Race Course** is America's oldest and most challenging timber race. In 2003 the event will celebrate its 107th running and its 79th renewal over the exact same Worthington Valley course in place since 1922. Measured by the foxhunting field and contested over 22 post-and-rail and board fences up to 5-feet in height, spread over 4 miles of natural country, this race has drawn the horseman's horse, the superlative jumper and the authentic athlete. Perhaps most extraordinary, the race is limited to horses ridden by amateur riders, a tradition that counts so much in the hearts of devoted Maryland Hunt Cup spectators. Although there was no prize money offered until the 1970s, only the revered Maryland Hunt Cup silver tankard and the glory of winning, the race today carries the highest purse, \$65,000, of any timber race in the country.

**Shawan Downs** is a first-class equestrian center and steeplechase course in northern Baltimore County. In the summer of 1997, the heirs to Shawan Farms decided to sell 300 acres of mostly inactive farmland near Hunt Valley. 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. The property is now preserved and the intention is to maintain its agricultural legacy, allowing no new residential development.

Over 10,000 people attended the Inaugural Running of the Legacy Chase at Shawan Downs on September 29, 2001. The daylong event featured a total of seven world-class steeplechase races with more than \$100,000 in purse money. Proceeds from the day's events were gifted to Greater Baltimore Medical Center. It is likely that a jumping exhibition by a local steeplechase trainer can be arranged.

**Sagamore Farm's** sweeping landscape of white fences, red-roofed barns, racetrack and historic oval-shaped covered track compris-

es a landmark in the Worthington Valley of Baltimore County, Maryland. It has an unparalleled history as the private establishment of Alfred Gwynne Vanderbilt, who received a major portion of the property as a gift from his mother upon his 21st birthday in 1933. With the great racehorse Discovery as his foundation sire, Vanderbilt developed Sagamore into a first-rate Thoroughbred nursery that served as home to numerous champions, including the immortal Native Dancer, who made his entire stud career at the Maryland farm. In 1987, Vanderbilt sold Sagamore to current owner Jim Ward.

**Ladew Topiary Gardens** is known around the world for its topiary and flower gardens. A self-taught gardener, Harvey S. Ladew (1887-1976) created 15 thematic "garden rooms" on 22 acres of his 250-acre Maryland property. Visitors frequently comment how Mr. Ladew's vibrant personality and vision is reflected in the unique design of his garden. The Garden Club of America described Ladew's garden as "the most outstanding topiary garden in America."

An ardent foxhunter since 1914, Harvey Ladew spent much time early in his life riding horses on Long Island. By the late 1920s this familiar turf had become too built up and he began to look for more open countryside. Ladew found it here, in the My Lady's Manor section of Harford and Baltimore Counties. In November 1929, he bought Pleasant Valley Farm, a 200+ acre property bordering the hunt club, "where I have been happy ever since," he wrote in the 1960s.

Pleasant Valley Farm included a frame farmhouse, which had been built by the Scarff family. Ladew immediately expanded it, adding a service wing and garage to the south and a series of rooms for entertaining to the north. One of the most unusual rooms he added is the Oval Library (complete with a secret door). Ladew kept several of the many outbuildings he found on the farm, adapting them to new uses. One old barn, for example, became his art studio—the former smokehouse is now the Card Room.

The Ladew Manor House is open for one-hour guided tours. An impressive collection of antique English furniture graces the rooms of this equestrian-inspired country house accented with paintings and fox hunting memorabilia. Mr. Ladew acquired everything in the collection.

The Nature Walk at Ladew opened in 1999 and is a 1.5-mile trail through the woods and fields of the Ladew property. In addition to educational stations along the trail, there is a short boardwalk through wetland forest and marsh. Tours are self-guided, aided by a printed map and descriptions of each station.

# CALENDAR OF EVENTS

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 14-23, 2003

## **Scottsdale Arabian Horse Show**

WestWorld

Scottsdale, Arizona

Phone: 480-515-1124

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

March 7-9, 2003

## **Third Annual Pennsylvania Horse Expo**

Fort Washington Expo Center

Fort Washington, Pennsylvania

Phone: 631-423-0620

www.horseandpetexpo.com

March 14-15, 2003

## **American Endurance Ride Conference**

2003 Annual Convention

Chattanooga, Tennessee

Phone: 530-823-2260

www.aerc.org

March 26-29, 2003

## **NRCHA Stakes**

West World

Scottsdale, Arizona

Phone: 580-759-4949

E-mail: nrcha@nrcha.com

April 10-13, 2003

## **Equine Affaire**

Ohio Expo Center

Columbus, Ohio

www.equineaffaire.com

April 16-20, 2003

## **National Reining Breeders Classic**

Great Southwest Equestrian Center

Katy, Texas

Phone: 580-759-3939

E-mail: nrbc@brighttok.net

April 24-27, 2003

## **Equus America!**

American Royal Center/Kemper Arena

Kansas City, MO

www.equusamerica.com

May 1,2,3, 2003

## **NRCHA Hackamore Classic**

Humboldt County Events Center

Winnemucca, Nevada

Phone: 580-759-4949

E-mail: nrcha@nrcha.com

May 30 - June 1, 2003

## **Western States Horse Expo**

Sacramento, California

Phone: 800-352-2411

www.horseexpo.com

June 5-7, 2003

## **World's Greatest Cowboy**

Presented by *Western Horseman*

In conjunction with Cowboy Roundup USA

Amarillo, Texas

Phone: 580-759-4949

E-mail: nrcha@nrcha.com

June 19-21, 2003

## **American Horse Publications Seminar**

Marriott Hunt Valley Inn

Hunt Valley, Maryland

www.americanhorsepubs.org

June 20-21, 2003

## **Thoroughbred International Exposition & Conference**

Lexington Center

Lexington, Kentucky

Phone: 502-896-0436

www.tiec2003.com

September 23-October 5, 2003

## **NRCHA Snaffle Bit Futurity**

Reno Livestock Events Center

Reno, Nevada

Phone: 580-759-4949

E-mail: nrcha@nrcha.com

November 6-9, 2003

## **Equine Affaire**

Eastern State Exposition

West Springfield, Massachusetts

www.equineaffaire.com

November 21-25, 2003

## **AAEP Convention**

New Orleans, Louisiana

Phone: 859-233-0147

www.aaep.org

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## Student Mentoring Program

The AHP Student Mentoring Program is AHP's newest program and is designed to provide students with insight into a career in the equine publishing industry through interaction with AHP professionals. The AHP Student Mentoring Program is open to all AHP Student Members. Several matches between Student Members and a professional mentor were initiated during the Park City Seminar last June.

Francine Accord, a student at Red Rocks Community College, was matched with Jim Bret Campbell, editor of *The American Quarter Horse Journal* in Amarillo, Texas. She wrote AHP that she had two articles printed in the *Northwest Horse Source* in August and a special assignment from Breyer Animal Creations for one of their special run models. "Jim Bret and I are back talking with one another and hopefully I will get something published in the *AQH Journal* before my mentorship program ends. I want to thank AHP for getting me going and creating a fire in me. Another writer and I have formed a local writing group and several of us have since been published. We take all of our experiences and help one another and critique one another's work. We are planning a workshop retreat this summer at a 'real' working ranch. I've also been elected the Working Cow Association for Western Col-

orado PR Director (all volunteer), which will be a great experience too. All my successes, I directly attribute to AHP."

Cassidy Rogers, a student at Rocky Mountain College, was matched with AJ Mangum at *Western Horseman*. She visited the *Western Horseman* offices, where AJ answered all her questions and gave her a tour where she met most of the staff. "AJ gave me some stories to work on for him and all four editors told me I had a good start on my portfolio." Last fall, she had the opportunity to interview World Champion Team Roper, Walt Woodard. Cassidy has been published twice on Equine.com and had a poem about team roping published in a book. "I am very thankful to AHP for providing an opportunity that otherwise I may never have had."

Kate Winther, a graduate student at Ohio University, has recently begun her mentoring assignment with Kim Herbert, editor of *The Horse*.

A new crop of students have enrolled in the mentoring program, so if you are an AHP member interested in participating as a professional mentor, please contact Connie Lechleitner, Student Mentoring Program Chairman, at qtrhorse@oqha.com. The three main goals of this program are to help students with a resume critique, a portfolio review, and a recap of your company or business set up (a shadowing day if the student

would be able to meet with you in person). If you are able to meet in person, we also hope that you can help the student with a mock job interview. In addition, you might be able to help give the student a little career advice to help them on the road to working in our industry. If you have any fellow employees, friends or acquaintances in the horse business that are working in public relations or marketing, please try to recruit them to be mentors. There have been quite a few requests from the students for a mentor in this area of the business.

### Printed version of AHP Membership Directory available

Thanks to a generous sponsorship of Craftsman Printers in Lubbock, Texas, the annual AHP membership directory will be mailed to members in February. The directory is a handy reference for members and this year's directory sports a four-color cover for the first time. Barrie Reightler of *Mid-Atlantic Thoroughbred* designed the directory and the printing is courtesy of Lance Peters and Craftsman Printers, Inc.  
[www.craftsmanprinters.com](http://www.craftsmanprinters.com).

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## 2003 AHP Student Award applications due March 17

College students who are pursuing a career in equine publishing are eligible to compete for American Horse Publications 2003 Student Award. If you will be a junior or senior at the start of the 2003-2004 undergraduate college year, with at least one semester before graduation, you have a chance to win a cash award of \$500 plus an all-expense paid trip to AHP's annual meeting and seminar. The 2003 AHP Seminar will be held in Hunt Valley, Maryland, on June 19-21. The seminar will include three days of educational sessions and related activities including the Student Award Dinner and Auction and Annual Awards Banquet and Presentations. The Student Award Winner will have an opportunity to meet leading equine publishing professionals and discuss career possibilities. All qualified applicants will receive a complimentary Student annual membership and a complimentary Student registration certificate for

the 2003 annual seminar in Hunt Valley, Maryland.

Student Award applicants are required to send a completed application form plus additional information by **March 17, 2003**. Eligible students may access a brochure and application at the AHP website at [www.americanhorsepubs.org](http://www.americanhorsepubs.org).

American Horse Publications offers other opportunities to students wishing to become involved in the equine publishing industry.

**Student Membership** is open to high school, college, and graduate students for an annual fee of \$25. Student Members receive the following: certificate of membership, an opportunity to attend the AHP seminar in Hunt Valley, Maryland, at a reduced registration fee, listing in the online and published versions of the Membership Directory, and the AHP quarterly newsletter, "For the record."

The **AHP 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 member publications acquire additional help when and where they need it most. The 2003 AHP Internship Handbook provides information about the program, a directory of participating AHP members, and an application.

For more information on American Horse Publications and its programs, visit [www.americanhorsepubs.org](http://www.americanhorsepubs.org) or contact: Chris Brune, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119; Phone (386) 760-7743; Fax: (386) 760-7728; E-mail: [AHorsePubs@aol.com](mailto:AHorsePubs@aol.com).

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# F.A.Q.s: Frequently Asked Questions

## How do I send news to the AHP Newsgroup?

**Members Only Benefit.** 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](mailto:ahorsepubs@cfl.rr.com) as an email message. Do not send attached files. These news items are also listed online under Communiqués at the AHP web site for easy reference.

## Why can't I send attached files to the AHP Newsgroup?

Unfortunately, not everyone on the Newsgroup list use the same email system and many will not be able to open or view the attached files. Since the purpose of the Newsgroup is to have people read and/or publish the news, it is important to keep access as simple as possible.

## Can I add my staff to the AHP Newsgroup list?

**Members Only Benefit.** AHP Members may add the email addresses of staff members by sending a request to Chris Brune at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com)

## When are the dates of the next seminar?

The AHP Hunt Valley Seminar is scheduled for June 19-21, 2003, at the Marriott Hunt Valley Inn in Hunt Valley, Maryland.

## Where can a small publisher find resources to help grow my publication?

The number one benefit of joining American Horse Publications is networking with other equine publishing professionals. Fellow AHP members listed in the Membership Directory are a great resource of information. The AHP web site also offers a Career Center that includes handouts from previous seminars and additional resources for career development.

## How do I post a job opportunity to the CareerTrack?

The AHP CareerTrack is an online job bank that posts help wanted and talent available positions in equine publishing. Listings may be submitted to [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com) for posting to the web site.

## Can I access AHP forms online?

Yes, forms and applications are available online in either a Word (doc) or PDF format. Membership applications are accessed at Join AHP. All other forms are available under the specific program. Forms are also available by contacting the AHP office at (386) 760-7743 or by email to [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com).

## Where can I find information about programs that AHP offers students pursuing a career in equine publishing?

American Horse Publications offers several programs for students as well as a student membership. Information on the Student Award, Internship Handbook, and Student Mentoring Program are listed online under Students. A Student membership application is available at Join AHP.

## Can I get extra copies of the AHP newsletter, "For the record"?

Yes, the recent newsletters are available in a PDF format so that they can be printed and distributed to your staff. An archive of past newsletters is also maintained online.

## Why do members join American Horse Publications?

In a recent membership survey, over 86% indicated that they recommended AHP membership to others.

## As a freelance writer or photographer, can I enter the Awards Contest?

There are several classes that a paid 2003 Affiliate Member can enter. Freelance writers may submit entries in the Editorial Content classes. Entries must be submitted as a tear sheet only and be accompanied by a letter of written support from the publisher. Publishers have first right to enter the article themselves. Freelance photographers or illustrators may enter the Open Editorial Photography and Illustration classes. All material must have been published in an AHP member publication in 2002.

## What classes are an equine-related association, business or agency eligible for?

AHP Corporate Members may submit entries in the following classes: Corporate Advertising, Open Editorial Photography, Illustration, Equine-related Book, Equine-related Calendar, and Single Issue/Specialty

Publication. The entry must have been published or created by an AHP Corporate Member in 2002. Advertisements, illustrations and/or photography must have been published in an AHP member publication.

## Why do AHP members enter the contest?

The recent membership survey indicated that receiving the judges' critiques was the most important reason, however promotional value and staff recognition also ranked very high.

## How many copies of my publication can be distributed at the AHP Newsstand booth?

All participants may send a maximum of 300 copies due to limited storage space. Publication Members with a circulation under 5,000 are offered the option to participate in the program by choosing to send 150 copies for half price. 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 are taken at the booth.

## Are magazines sold at the AHP Newsstand booth?

No, all publications and materials are distributed at no charge. 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.

## Why doesn't AHP exhibit at more events?

In the past ten years of exhibiting at major equine events around the nation, the success of the AHP Newsstand depends on meeting several important criteria. First, attendance at the event must reach a certain level to be considered; second, member participation must meet requirements to make exhibiting cost effective, and third, staffing the booth depends on availability of AHP management. Participation fees are set to achieve the goal of the Trade Show Program to pay for itself.

# AHP Who's Who

American Horse Publications welcomed **Michael Schumer** as the AHP Webmaster for [www.americanhorsepubs.org](http://www.americanhorsepubs.org) in September. Mike spent last summer at *The Blood-Horse* working in the new media and production/art departments, where his tasks included maintenance and redesign of the AHP web site. Mike's assignment was to update the site and make it more user friendly for members. The AHP Board of Directors was thrilled with Mike's performance and abilities and approved his offer to continue to maintain the site while at college in California.

The redesign went online last Fall, but it is still a "work in progress" with more improvements and features planned for the future to make the site the number one communication tool for members.

Since its inception, the AHP web site has been housed at *The Blood-Horse* server in Lexington, Kentucky, and Stacy V. Barse volunteered his time as its Webmaster. Stacy will continue to serve as chairman of the AHP Electronic Media Committee, which monitors the web site's growth and services. Mike will work directly with Chris Brune, AHP's Executive Director, who will provide the content for the site.

Mike attends the Academy of Art College in San Francisco, where he majors in 3d Modeling/Animation.

The **American Vaulting Association** (AVA) has relocated its National Office to Fairfield, Ohio. The National Office is managed by Janet Brown of CFC Solar's Certified Business Consultants Division. Ms. Brown is experienced in association management and brings her skills as a Certified Management Accountant and her extensive training as a Microsoft Specialist to the AVA National Office. This new partnership allows the AVA to more effectively fulfill its role educating others about the equestrian sport of vaulting, serve its increasing membership, and satisfy its role recognizing and governing vaulting competitions in the United States. Anyone wishing to contact the AVA National Office should direct all future correspondence to: Janet Brown, National Office Manager, American Vaulting Association, 7060 Fairfield Business Drive, Fairfield, OH 45014-5480 Phone: (513) 874-7732; Fax: (513) 874-3329; Email: [american-vaultingassn@yahoo.com](mailto:american-vaultingassn@yahoo.com)

Eric Mitchell has accepted the position of editor of *TBH MarketWatch*, consolidat-

ing Ray Paulick's role as editor of the newsletter and the one vacated by managing editor Chris Clay. During his tenure, Chris developed *MarketWatch* from start-up in June of 1997 into a product that cultivated a very loyal following of Thoroughbred industry professionals who came to rely on its unique statistics and analysis. Eric has been entrusted with the responsibility of continuing the momentum created by Chris and carrying *MarketWatch* to the next level, incorporating both print and online mediums. Eric joined *The Blood-Horse* in October 1999 as senior staff writer specializing in business and financial aspects of the Thoroughbred business, also providing coverage of the bloodstock market. Prior to that he was a reporter and columnist with *Sports-Business Journal* in Charlotte, N.C., a weekly national trade magazine covering the business of sports. He covered the Florida horse industry over an eight-year period while a senior reporter at the *Ocala Star-Banner*. Eric assumed his new duties November 11.

The award recipient for 2003 National Reining Breeders Classic Media Award is Splendor, Texas-based **Southwest Horse Trader**, a monthly all-breed news and sales publication that focuses on Texas and the surrounding states of Oklahoma, Louisiana, Arkansas and New Mexico in over 20,000 copies monthly. For the first time, the award goes to a regional publication. The *Southwest Horse Trader* will receive the signature Aysha Hoffman framed print that has become the hallmark of the award during the National Reining Breeders Classic, April 16-20 in Katy, Texas.

Wedding bells rang for several AHP members in 2002. **Morgan Lightfoot**, Brown Printing Company, tied the knot with Jewel on Thanksgiving Day and **Crysal Brumme** of *The Equiry* married Jonathan Kimball at the end of December. Best wishes to both couples.

Congratulations to two new AHP member mothers! **Miki Cohen**, Western States Horse Expo, gave birth to Brett Alan Cohen on October 24 and **Jennifer Mellace** of Idea Flight gave birth to Connor Joseph Mellace on May 2.

The 48th Annual AAEP Convention in Orlando, Florida, set a new record with over

5,200 veterinary professionals, guests and exhibitors attending. Next year's convention will be held in New Orleans, Louisiana on November 21-25, 2003. For more information, call the AAEP at 859-233-0147.

Former Student Award winner **Carol Nelson** (1993) writes AHP that she enjoyed a lot of success with her horses in 2002. She recently acquired a dressage prospect. She became more involved with her school this year, coaching the FFA's parliamentary procedure team and being a volunteer coach for many 4-H horse and pony events. "I want to thank you again for including me all these years with the AHP newsletters. It's been fun to keep up with all the changes."

Affiliate member **Steven D. Price** selected twenty timeless horse tales that have been collectively published in a new book, "Classic Horse Stories," published by The Lyons Press. (\$9.95, Oct. 2002) The paperback is a treasure trove of memorable horse stories from some of the world's great authors. Steven is the author of 19 books on equestrian subjects including *The Greatest Horse Stories Ever Told*, *Essential Riding*, *The Quotable Horse Love*, and *The American Quarter Horse*.

**Darlene and Dean Jacobson**, *Virginia Horse Journal*, were featured in an article titled, "Inspiring Midlife Career Changes," in the magazine *Bottom Line Personal*, a free weekly e-letter ([www.BottomLineSecrets.com](http://www.BottomLineSecrets.com)). Dean, who retired from the Department of Defense, and Darlene, who was a paralegal, moved to Virginia to pursue their passion for horseback riding. The couple saw the need for a horse publication in Virginia, and now the *Virginia Horse Journal* has become successful enough for the Jacobsons to give up their second jobs and devote their time to their love of horses.

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](mailto:AHorsePubs@aol.com).

## AHP Trade Show Program for 2003

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)

Members may still sign up for the following events in 2003:

**Equine Affaire**, April 10-13, 2003, Ohio Expo Center, Columbus, OH

**Equine Affaire**, November 6-9, 2003, Eastern States Expo, W. Springfield, MA

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

## 2003 Equine Industry Vision Award Nominees

The Equine Industry Vision Award Committee is reviewing the 15 nominations received for the 2003 Equine Industry Vision Award—the first major award to showcase innovation across the equine industry. Sponsored by Pfizer Animal Health in partnership with American Horse Publications, the award is intended to recognize ingenuity and service. All of the 2003 nominees were outstanding examples of these qualities. The 2003 nominees include:

- ◆ **American Quarter Horse Assn.** (AQHA), Governing body of the American Quarter Horse industry est. 1940
- ◆ **Stanley F. Bergstein**, Executive Vice President, Harness Tracks of America
- ◆ **Don Burt**, Professional horseman
- ◆ **Delaware Valley Horsemen's Assn.** (DVHA), Non-profit equine association since 1944
- ◆ **Jo Ellard**, Chairman, Youth Committee, NCHA
- ◆ **Jack Fritz**, Lifelong equestrian, 2000 AHSA Lifetime Achievement recipient
- ◆ **Dr. Frank Gravlee**, Owner and head of research, Life Data Labs, Inc.
- ◆ **Samuel Hayes, Jr.**, Pennsylvania Secretary of Agriculture
- ◆ **Melanie M. Heacock**, Former President of US Pony Clubs

- ◆ **Matthew Mackay-Smith, DVM**, Medical Editor, EQUUS Magazine
- ◆ **Piedmont Environmental Council**, Land conservation/land use policy
- ◆ **Vikki Karcher Siegel**, Owner, Snowbird Acres Farm and Committee Member, USA Equestrian
- ◆ **Lew Sterrett**, Executive Director, Miracle Mountain Ranch Missions, Inc. (MM-RM)
- ◆ **ST Publishing**, Newspapers, books, website promoting steeplechasing and horse racing
- ◆ **Robert Vavra**, Equine photographer

The committee will narrow the nominations down to six finalists and the American Horse Publications Board of Directors and one representative from Pfizer Animal Health will select the winner at the AHP Board Meeting in February.

The 2003 Equine Industry Vision Award winner will be announced during American Horse Publication's annual meeting in Hunt Valley, Maryland on June 20, 2003. 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.

The first recipient of the Equine Industry Vision Award was Alexander Mackay-Smith.

## AHP MESSAGE BOARD

### AVMA Guidelines for Specialty Titles *Submitted by Kim Herbert, The Horse*

The American Veterinary Medical Association's guidelines for use of specialty titles states that, "The AVMA Principles of Veterinary Medical Ethics maintain that use of the title specialist is limited to those veterinarians who have been certified by an AVMA recognized specialty organization."

"The following are examples of misuse or inappropriate use by non-certified individuals."

"special interest in..."

"specialist in..."

"specialty of..."

"special training in..."  
"expert in..."

It is misleading and unethical for a nonboard certified individual to present oneself or be presented as having met the standards of certification by a veterinary medical specialty board.

In other words, a veterinarian who only does reproductive work cannot be called "a specialist in" reproduction or any of the above titles. Their peers will not be happy with them, or the publication that uses the phrasing. There are strict educational and testing requirements for board certification to become a "specialist" in some area of veterinary medicine.

# Industry News

## Equine Photographers Network Conference:

The international group, Equine Photographers Network, [www.equinephotographers.net](http://www.equinephotographers.net), is sponsoring a Winter Conference to further its overall goal: to encourage professional development and enhance career opportunities for the Equine Photographer. A Members Only Retreat is planned for members of the Equine Photographers Network followed by a Trade/Photo Show & Seminar day to educate and delight all photographers and horse lovers. The event begins Saturday, February 15, 2003 at the Carefree Conference Resort, Carefree AZ with an all day trade show, print show and competition, FREE business education for working photographers, and low cost Getting Started in Professional Photography workshop. Two half-day workshops presented by Susan Sexton and Patty Hosmer at The Red Vista Ranch, Cave Creek, AZ are scheduled for Sunday, February 16, 2003. Go to <http://equinephotographers.net/az/Index.htm> for details to enter photo show and to enroll in workshops or send an email to [info@equinephotographers.net](mailto:info@equinephotographers.net).

## Equine Health Lecture Series 2003

Equine Health Lecture Series 2003 will be held Wednesday evenings, February 5, and February 12, 2003 at Tufts University School of Veterinary Medicine's Grafton campus. Leaders in equine care and health will explore current and important topics for your horse's health and well being. Geared for the layman, these lectures will provide insight to the horse owner and lover. For information, contact: Susan Brogan in the Continuing Education Department 508-887-4723; [susan.brogan@tufts.edu](mailto:susan.brogan@tufts.edu), web site: [www.tufts.edu/vet/continuedu](http://www.tufts.edu/vet/continuedu).

## West Nile Virus: How California Horse Owners Should Prepare

The California Thoroughbred racing industry has joined forces to offer a free seminar on the West Nile Virus. The seminar, to be held March 9 at 6 p.m. at Santa Anita Park, will feature a panel of veterinarians that includes two experts from Florida, one from South Africa, and several from the University of California at Davis. Dr. Gregory L. Ferraro, Director of the U.C. Davis Center for Equine Health, has coordinated the seminar. Sponsors include the Thoroughbred Owners of California, California Thoroughbred Foundation, California Thoroughbred Breeders Association, Southern California Equine Foundation, Dolly Green Research Foundation, California Thoroughbred Trainers, Santa Anita Park, Oak Tree Racing Association, and Del Mar Thoroughbred Club.

Following is a list of speakers and their topics: Dr. Alan Guthrie from the University of Pretoria in South Africa will speak on how the disease developed in that country and how that compares to what is occurring in North America. Drs. Robert J. MacKay and Maureen T. Long of the University of Florida will discuss diagnosis and clinical management of the disease. Dr. Pamela Hullinger of the California Department of Food and Agriculture will speak on CDFA contingency planning and disease control. From U.C. Davis: Dr. N. James MacLachlan will speak on the background and emergence of West Nile in North America and the outlook for the future. Dr. Sharon Hietela will discuss diagnostics and disease monitoring. Dr. John Madigan will talk about the available vaccine as well as other prevention procedures and clinical management. Dr. W. David Wilson will speak on vaccination repercussions in mares and foals.

The free West Nile Virus seminar will be held at Santa Anita's FrontRunner Restaurant after the races at 6 p.m. Sunday, March 9. Santa Anita is located at 285 West Huntington Drive in Arcadia, Calif. For further information, call Tracy Gantz at (626) 574-6618.

## Appaloosa License Plate Available

Equine enthusiasts in Idaho and throughout the world are celebrating the release of the new Appaloosa license plate. The specialty plate, available January 15, 2003, honors Idaho's colorful state horse, the Appaloosa. The plates are \$35 when first purchased, with a yearly renewal cost of \$25. These special program fees are in addition to all other applicable annual registration fees. Plates can be personalized with up to five letters and/or numbers for an additional \$25, with a yearly renewal fee of \$15. Also, sample editions of the specialty plates can be purchased for \$30. Personalization can be added for no additional costs; these plates cannot be displayed on motor vehicles or used for registration purposes.

Personalized or sample plates are only available by mail or fax through the Idaho Transportation Department office in Boise. Applications for the plates are online at [www2.state.id.us/itd/dmv/index.htm](http://www2.state.id.us/itd/dmv/index.htm) or available through the Appaloosa Horse Club (ApHC). Sequentially numbered specialty plates are available at each Idaho county Department of Motor Vehicle (DMV) office.

All but \$10 of the proceeds from the plates will go directly to the ApHC, where funds will be distributed to youth horse programs within the State of Idaho.

# New Member Profiles

## PUBLICATION MEMBERS

### **Gaitpost**

*Digest sized magazine for equine professionals*

Contact: Christine Watson

#105-26730 56th Ave.

Langley, BC V4W 3X5

Phone: 800-663-4802

Fax: 604-607-0533

E-mail: christine@gaitpost.com

URL: www.gaitpost.com

### **Professional Farrier**

*Magazine serving the professional farrier industry*

Contact: John E. McCutchen

4059 Iron Works Parkway, Suite 1

Lexington, KY 40511

Phone: 859-233-7411

Fax: 859-231-7862

E-mail: jmccutchen@americanfarriers.org

URL: www.americanfarriers.org

### **SuperLooper Magazine**

*U.S. Team Roping Championship magazine*

Contact: Robin Davis

P. O. Box 7337

Albuquerque, NM 87194

Phone: 505-899-1870

Fax: 505-792-5678

E-mail: robin@sl-mag.com

### **Western Massachusetts Horse Whisperer**

*Serving all disciplines and breeds in five counties of Western Massachusetts*

Contact: Stephanie Sanders-Ferris

P. O. Box 524

Goshen, MA 01032

Phone: 413-268-3302

Fax: 413-268-3302

E-mail: steph@wmhorsewhisperer.com

URL: www.wmhorsewhisperer.com

## ELECTRONIC PUBLICATION MEMBERS

### **Equine.com**

*World's largest horse marketplace*

Contact: Mike Auger

22601 N. 19th Avenue, Suite 206

Phoenix, AZ 85027

Phone: 623-434-9600

Fax: 623-434-9200

E-mail: mauger@equine.com

URL: www.equine.com

## AFFILIATE MEMBERS

### **Christine DeHerrera**

*Freelance writer, public relations, consulting*

4681 S. Fraser Circle, Unit C

Aurora, CO 80015

Phone: 303-263-7531

E-mail: equestriansports@earthlink.net

Christine is a freelance writer who also provides public relations and consulting services. More than 130 of her articles have been published in *Hunter and Sport Horse*, *Horse Connection*, *The Chronicle of the Horse*, *USDF Connection*, *DressageDaily.com* and others. In business for three years, her area of expertise is international sports.

### **Tania Evans**

*Freelance writer*

3220 W. Huron River Drive

Ann Arbor, MI 43103

Phone: 734-663-8435

Fax: 734-995-0184

E-mail: riverbendfarm@comcast.net

Tania has been writing about horses for 30 years as a part-time freelancer, often supplying photographs with articles. She has a BA in English literature and a MA in language from the University of Michigan and is well on her way to an Associates Degree in photography from Washtenaw Community College. Horse sports are central to her knowledge about the equestrian world. She evented at the advanced level with two horses and plays polo and foxhunts. She also trains horses in jumping and dressage for sale or for amateur owners and horse professionals. Her articles have appeared in *Equine Images*, *Polo Quarterly International*, *Sculpture Magazine*, *Equine Times*, and *The Chronicle of the Horse*. Other publications include newspapers such as *The Detroit Free Press* and *The Ann Arbor News* and work in other forms of writing and photo design.

### **Marnye Langer**

*Freelance writer*

Equestrian Sports, Inc.

480 Riverside Drive, Ste. 1

Burbank, CA 91506

Phone: 818-842-2799

Fax: 818-840-8153

E-mail: marnye@esportsinc.com

URL: www.esportsinc.com

Marnye Langer has been a journalist for over 15 years. Her work has been published in *The Chronicle of the Horse*, *Sidelines*, *Horse Illustrated*, *Show Circuit*, *Horse Play*, *FEI*, etc and some non-horse publications. Lyons Press will publish her first book. She has won three journalism awards for *The Chronicle of the Horse*.

### **Douglas Lees**

*Steeplechasing, foxhunting, fishing photography*

P. O. Box 1036

Warrenton, VA 20188

Phone: 540-347-9145

Fax: 540-349-4130

E-mail: carrhydedlees@bigplanet.com

Douglas has 34 years experience as a freelance photographer, who specializes in steeplechasing, foxhunting and flyfishing. His photos have been published in *The Chronicle of the Horse*, *Mid-Atlantic Thoroughbred*, *Steeplechase Times*, *Fauquier Times Democrat*, among others.

### **Eliza R. L. McGraw**

*Freelance writer*

4917 Sherier Place NW

Washington, DC 20016

Phone: 202-244-3607

Eliza has been writing for horse publications since 1998. Her work has appeared in *EQU-US*, *The Blood-Horse*, *The Chronicle of the Horse*, *Horse Journal*, *John Lyons Perfect Horse*, *The Horse*, *Horse Talk* and *The Equiery*. Her book, *Everyday Horsemanship*, will be out from Sterling Press in May.

### **Nina Russo**

*Freelance photographer*

2640 S. State Route 605

Galena, OH 43021

Phone: 614-402-5550

Fax: 740-965-2125

E-mail: TallyHoArt@aol.com

### **Robin Stanback**

*Freelance writer*

1233 Cummins Ferry

Versailles, KY 40383

Phone: 859-873-9286

Fax: 859-879-1131

E-mail: triplettry@starband.net

Robin is a lifelong horsewoman with 25 years of writing and editing experience. She has edited *Horse World Magazine*, *The World Equine Veterinary Review* and *Equineews*. Her articles have appeared in magazines in Australia, Canada, England, New Zealand and throughout the United States. Her specialties include personality profiles and veterinary topics.

### **Heidi C. Yates**

10222 Malinda Lane

Garden Grove, CA 92840

Phone: 714-537-3458

E-mail: yateshc@yahoo.com

Heidi is a recent graduate of Lake Erie College with a B.S. in Equine Science. While her major was Equine Facility Management, she also took classes in equine marketing, agribusiness marketing and advertising, which are the areas she is most interested in working.

# New Member Profiles *continued*

## CORPORATE MEMBERS

### The Greatest Game LLC

*Marketing entity to bring new owners into the Thoroughbred business*

Contact: Gay Fisher  
1718 Alexandria Drive  
Lexington, KY 40544  
Phone: 859-276-2291  
Fax: 859-276-2462  
E-mail: gfisher@toba.org  
URL: www.thegreatestgame.com

### HorseAffiliate.com

*Pay-For-Performance advertising network dedicated to the equine industry*

Contact: Craig Fox  
22601 N. 19th Avenue, Suite 206  
Phoenix, AZ 85027  
Phone: 623-434-9600  
Fax: 623-434-9200  
E-mail: information@horseaffiliate.com  
URL: www.HorseAffiliate.com

### International Exposition Concepts

*Producers and organizers of tradeshow and conference programs including the Thoroughbred International Exposition & Conference*

Contact: Cynthia Kohorst  
P. O. Box 7586  
Louisville, KY 40257-0856  
Phone: 502-896-0436  
Fax: 502-896-0467  
E-mail: cynthia@tiec2003.com  
URL: www.tiec2003.com

### Seminole Feed

*Premium Horse Feed Company*  
Contact: Summer Best  
P. O. Box 940  
Ocala, FL 34470  
Phone: 352-629-2150 ext. 193  
Fax: 352-732-5968  
E-mail: sbest@seminolefeed.com  
URL: www.seminolefeed.com

### Shields Printing

*Heat-set webs, bindery, mailing services*  
Contact: Scott Steinloski  
1010 Rock Avenue  
Yakima, WA 98902  
Phone: 800-831-6302  
Fax: 509-453-0045  
E-mail: scott@shieldsprinting.com  
URL: www.shieldsprinting.com

### Western States Horse Expo

*Horse Expo*  
Contact: Miki Cohen  
P. O. Box 517  
Coloma, CA 95613  
Phone: 800-352-2411

Fax: 530-295-1404  
E-mail: mail@horseexpo.com  
URL: www.horseexpo.com

## STUDENT MEMBERS

### Anna Bauknecht

240 Fischer Street  
Antigo, WI 54409  
Phone: 715-610-0928  
E-mail: lincorodeoqueen01@yahoo.com

Anna attends Nicolet & Northeast Technical Colleges majoring in Business Management and Photography. Her career goal is to own a photography business specializing in equine photography. She has been involved with horses all her life and enjoys horse events especially team penning, rodeos and trail riding.

### Jessica Eissfeldt

Box 146  
Manchester, OK 73758  
Phone: 580-694-2301

Jessica is a sophomore majoring in English/Journalism with a minor in Animal Science with an equine studies emphasis at Oklahoma State University. Her career goal in equine publishing includes becoming a full-time writer for a horse magazine and doing editorial work. Her background with horses includes experience in western, hunter/jumper, dressage, and saddleseat disciplines, and showing in 4-H. She currently rides a Quarter Horse and assists a trainer with a yearling. Her school publishing experience includes being the Family, Career, and Community Leaders of America newspaper reporter all four years of high school. Her work as a high school reporter for the band and Foreign Language Club appeared in the local newspaper.

### Bridget Frodyma

505 E. Burlington St., Apt. 9C  
Iowa City, IA 52240  
Phone: 319-338-4198  
E-mail: bridget-frodyma@uiowa.edu  
Permanent address  
1511 Brunette Dr.  
Downers Grove, IL 60516  
Phone: 630-852-8625

Bridget is a senior at the University of Iowa majoring in journalism. Her desire to learn about the equine industry is nothing short of incessantly present. She began riding at 9 years old and was riding predominantly English by the time she was 12. During the summer of 2001, she taught riding lessons at a YMCA camp and received training through Certified Horsemanship Association to obtain her certification as a level 1

instructor in both English and western riding. Recently, she was a metro reporter for the college newspaper, Daily Iowan. Her goal in equine publishing is to combine her acquired writing talents and abilities with her deeply embedded passion of learning about horses.

### Mary Huerter

12042 Cottingham Road  
Peosta, IA 52068  
Phone: 563-556-5229  
E-mail: huerterb@wmconnect.com

Mary's interest in writing developed in college when her composition teacher sparked her literary interest. Before college, her ambitions remained with eventing, in which she currently competes at the Intermediate level. She spent two summers as a working student for a CCI\*\*\* rider near Philadelphia. In December, Mary earned an Associate of Applied Science degree in Horse Science Technology at Kirkwood Community College in Cedar Rapids. She entered Clarke College in Dubuque, Iowa, to pursue a four-year English degree. After graduation, she hopes to work at an equine publication as an editor or columnist.

### Teri Kramer

54548 891 Road  
Crofton, NE 68730  
Phone: 402-388-2498  
E-mail: kramter@bvu.edu

Teri attends Buena Vista University where she majors in English with a career goal in equine journalism. She has had horses since the age of seven and has experience in both English and western disciplines, excelling in reining and western pleasure. She has shown in AQHA, 4-H and FFA and has been a 4-H judging and hippology contestant. School publishing experience includes columnist and news/feature writer for hometown paper and editorial board co-chair as a freshman and feature columnist as a sophomore and junior for her college paper. She has experience in layout and photography and currently freelances her stories and photography.

### Danielle Krena

223 S 12th Street  
Murray, KY 42071  
Phone: 270-759-8571  
E-mail: elleinad1360@hotmail.com  
Permanent address:  
509 Whetstone Ct.  
Simpsonville, SC 29680  
Phone: 864-963-1665

## New Member Profiles *continued*

Danielle is a senior at Murray State University majoring in Public Relations, Advertising. Her career goal is to work in public relations and/or advertising that involve the equine industry. She has been riding horses since she was in the second grade and has taken many equine classes. Her work at horse farms has inspired her to own and operate an equine boarding facility eventually. While attending school, she has taken writing classes. She feels all of these experiences will help her when she begins working in the field.

### **Cory M. Law**

Utah State University  
P. O. Box 435  
Millville, UT 84326  
Phone: 435-787-1540  
E-mail: coryl@cc.usu.edu

Cory is a junior at Utah State University studying Animal Science with an emphasis on horses. Cory enjoys writing and would like to eventually obtain a staff writing position with a major equine publisher. Cory's lifelong riding experience is in western riding.

### **Bonnie McCain**

185 Crabb Acres Lane  
Smithfield, KY 40068  
Phone: 502-845-0239  
E-mail: norwestastables@cs.com

Bonnie is currently a Dean's Scholar at University of Louisville's Equine Industry Program majoring in equine business. She has over 20 years experience riding, training, showing, and racing. While active in real estate sales and land development, she published an eight-page monthly newsletter for rural community residents and landowners. She is interested in pursuing a career in management or writing/editing. She currently freelances stories.

### **Julie McDowell**

65 S. Chapel St., Apt. 303  
Newark, DE 19711  
Phone: 484-994-6033  
E-mail: juliebow33@hotmail.com  
Permanent address:  
123 Grubb Rd.  
Malvern, PA 19355

Julie attends the University of Delaware where she majors in marketing and finance in pursuit of a career in marketing/public relations. Her horse background includes 10 years experience in English riding, groom for local dressage rider, exhibitor in local to "A" shows and two years on the college equestrian team. She has purchased

a Thoroughbred off the track to retrain as a hunter/pleasure horse.

### **Sara Morrow**

202 N. 10th St. #404  
Cheney, WA 99004  
Phone: 509-359-7637  
E-mail: filly2001@juno.com  
Permanent address:  
209 W. Columbia Ave.  
Spokane, WA 99205  
Phone: 509-484-2423

Sara attends Eastern Washington University majoring in English with Technical Writing option and possibly a minor in Journalism. Her ultimate career goal is to work for an equine magazine or organization in editing. Love of horses has been a significant part of her life. At 14, she realized that owning horse was an expensive hobby and started taking riding lessons in exchange for stable work. When the stable closed, she answered an ad and began working for a woman who owns, boards and trains Arabians. From trail riding to Arabian shows, Sara has tried to absorb every experience and loves every minute right down to cleaning the stalls. Although her publishing experience is limited to involvement in writing groups during middle and high school, she is eager to learn new skills in college.

### **Dawn Peterson**

P. O. Box 495  
Bristol, VA 24201  
Phone: 804-530-3722  
E-mail: woodspritequeen@aol.com  
Permanent address:  
620 Rebel Ridge Rd.  
Colonial Heights, VA 23834

Dawn is a sophomore at Virginia Intermont College majoring in English with a minor in Equine Studies. She would like to incorporate her interest in writing and the equine industry. She has won various ribbons in Children's hunter and equitation classes at such "A" shows as HITS in Culpepper, Raleigh and Blaineville, Quebec.

### **Rebecca Pitcher**

1725 Cazenovia College  
Cazenovia, NY 13055  
Phone: 315-655-7607  
E-mail: rep200vic@excite.com  
Permanent address:  
44 Charles St.  
Ilion, NY 13357  
Phone: 315-894-5656

Rebecca is a junior in the Equine Business Management major at Cazenovia

College. She is pursuing a potential career in the equine publishing industry. Her goal is to combine her knowledge about the various aspects of the equine industry with her passion for writing and to become part of a national equine publication. She is seeking an internship with an equine publication for the summer of 2003. A few of her articles have been published in the "Quad," the college online newspaper. She has been riding horses since she was seven and was an active member of 4-H as well as the American Quarter Horse Association. She showed her horse successfully in the Quarter Horse circuit, participating in all-around events. She has expanded her riding interests to hunt seat and dressage disciplines. She has worked in the horse barn at SUNY Cobleskill and was assistant camp director during the camp season. She is currently on the varsity western IHSA team at Cazenovia competing in both horsemanship and reining.

### **Emily Rhoades**

5400 NW 39th Ave. Apt. 226  
Gainesville, FL 32606  
Phone: 352-367-8328  
E-mail: bisdorf2@ufl.edu

Emily is a graduate student pursuing a Master's Degree in Agriculture Communications at the University of Florida. She would like to work in magazine layout or web publishing for an equine company. She has interned at the Ohio Quarter Horse Association and did graphic design at Ohio State University. She was editor for the OSU Agri Naturalist and designed many brochures and web sites. She married into draft horses, but a barrel racer at heart.

### **Michael Schumer**

650 Green Street  
San Francisco, CA 94133  
Phone: 415-693-0723  
E-mail: mschumer@pacbell.net  
Permanent address:  
150 Greenbrier Dr.  
Aptos, CA 95003

Mike attends the Academy of Art College in San Francisco, where he majors in 3d Modeling/Animation. During the summer of 2002, he worked in the new media and production/art departments at The Blood-Horse in Lexington. His tasks included maintaining and redesigning the AHP web site. Mike has recently been hired to continue working on the AHP web site as its Webmaster.

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## 2003 AHP Awards Contest entries due February 26

The 2003 Annual Awards Contest is underway. Several changes have been made by the Awards Committee to improve this year's contest.

Affiliate Member journalists who are paid 2003 AHP members are allowed to submit entries in the Editorial Content classes. Entries must be submitted as a tear sheet only and must be accompanied by a letter of written support from the publisher. Publishers have first right to enter the article themselves. Articles must have been published in an AHP member publication in 2002.

News Reporting and Service To The Reader were divided into two classes based on circulation under 15,000 and circulation 15,000 and over. If there are less than 5 entries in either class, the classes will be combined.

Student member classes for equine-related journalism and photography for Student members only were added. There is no entry fee for these classes.

Electronic Publication members have two editorial content classes just for them, News Reporting and Service To The Reader.

Publication, Affiliate, Corporate, Student, and Electronic Publication members have a separate entry form this year. Please use the appropriate form for your membership category. **ALL members** must complete a Master Entry Form. A separate form is also required if you are entering either the General Excellence classes and/or Single Issue/Specialty Publication class.

A line for targeted readership has been added to the entry form to assist the judge in identifying the audience.

Online forms will be posted as Microsoft Word files that can be used to complete forms.

In order to enter the 2003 Awards Contest, you must have paid your annual membership dues for 2003. Renewal notices have been mailed. If you did not receive your renewal notice or have misplaced it, please contact Chris at (386) 760-7743 or [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com) immediately.

Remember that entries for this year's contest **must be received on or before February 26, 2003**, for material published in 2002. Sorry, no late entries are accepted.

Good Luck!

## New Member Profiles *continued*

### Jennifer E. Smith

3700 SW 27th St., Apt. G206B

Gainesville, FL 32608

Phone: 352-271-1524

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

Jennifer is a junior at the University of Florida where she majors in Animal Science, Equine Emphasis. Throughout her early school years, she has always enjoyed reading books and writing short stories and essays based on her equestrian know-how.

Although her dream career is to train show jumpers, she is focusing her college efforts on improving her skills as a freelance writer. Jennifer is no stranger to the equine world having participated in pony club, 4-H, local shows, A- shows, Quarter Horse shows and clinics. She's been a working student, a paid groom, an exercise rider and a tagalong to almost every equine activity that happens nearby. Her goal is to improve her literary skills and have her work published in equine publications.