



# AHP For the record

An association newsletter for members of American Horse Publications

Summer 2005

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**AHP For the record**

Chris Brune, Editor

Barrie Reightler, Design

## Executive Director's Message

By Chris Brune

There is no doubt. I fell in love with the Northwest. And judging by the responses of Horse By Northwest attendees, they did, too. One of the highlights of the 2005 seminar was the Best of Seattle City Tour. The itinerary provided an opportunity to see the major attractions in downtown and nearby neighborhoods. From taking the elevator to the top of the Space Needle to strolling through Pike's Place Market to watching artisans blow glass, the tour was a myriad of color and beauty.

Our time in Seattle seemed to fly by as we attended sessions, gathered for meals, and enjoyed three days full of events. Attendees returned home recharged and motivated with a list of new contacts and a bag full of goodies compliments of our many generous sponsors.

Some of us were fortunate to extend our visits to travel through the Northwest or up into Canada or Alaska. I spent several days visiting friends in Port Townsend. I enjoyed taking my car on the ferry, driving through the Olympic Mountains and visiting a wild game farm where I got a little too up close and personal with a few critters.

The Horse By Northwest seminar takes its place in AHP history as one of the most memorable in the association's 35 years. During the past 15 years, AHP has grown significantly and a look back at some of historical figures gives us a lot to be proud of.

In 1970, AHP began with 22 members; in 1990, membership totalled 80.



**HORSE BY  
NORTHWEST**

AHP Seminar 2005 - Seattle, Washington

This year, it reached 395. The 1991 Awards Contest had 360 entries with 23 participants; this year's entries topped the records at 1,078 with 110 participants. AHP has held 36 summer seminars and 17 winter seminars. There were 42 full registrants in Santa Fe, New

Mexico in 1993. In Seattle, there were 150. The number of applicants in the Student Award Contest, which began in 1993, went through a series of ups and downs since its inception. In 2004, there were only 6 applicants, but in 2005, 24 students applied for the title.

Over the years, the AHP Board of Directors has worked hard to provide more and better benefits to its members. They have succeeded, but the job isn't done and the 2005-2006 Board has already started to work on projects for the future. If you would like to become more involved in our association as a committee member, please contact me at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com).

In 2006, AHP members will head to Orlando, Florida, so mark your calendars for June 22-24. The Grosvenor Resort, located on Walt Disney World property, will be the seminar headquarters. Since many of you will be bringing your families, please contact me if you need assistance in planning your vacation.

Thanks to all the speakers, sponsors and volunteers who helped to make Seattle a success! I look forward to seeing many of you throughout the year and in the Sunshine State next summer.

# Best of Seattle City Tour Sponsored by Conley Printing

Left to right:

Row 1: Erin Gilmore, Becki Pitcher, Betsy Parker, Jim Bret Campbell, Cheryl Erpelding, Doug Hayes, Steve Price, Norm Fine and Mimie Nordenstran

Row 2: Karen Tappenden; Carol Trimmer, Connie Lechleitner, Daina Kazmaier, Barrie Reightler; Brian Sosby

Row 3: Claudia Spanjaard; Lindsey Serrell

Row 4: Beth, Kim and Barbara Herbert; Rudi and Lisa Groot-hedde

Row 5: GiGi DeWeese, Dave and Ann Russo; Members outside Red Lion Hotel

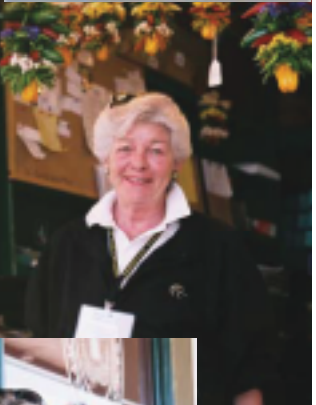
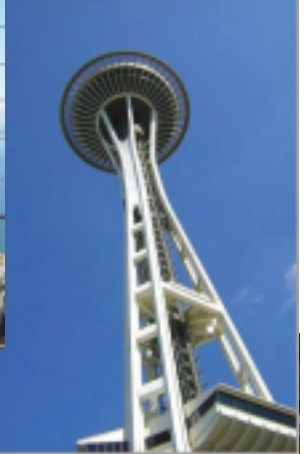


PHOTO CREDIT: TRACY GANTZ, BARRIE REIGHTLER, MIKE LAEMMRICH

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## The Fourth Annual Equine Industry Vision Award honors John Ryan Gaines



Pfizer Animal Health and American Horse Publications (AHP), paid tribute to John Ryan Gaines; honoring him as this year's Equine Industry Vision Award recipient at a ceremonial breakfast held during the AHP Horse By Northwest Seminar in Seattle, Washington. Established in 2002 to distinguish those who are transforming the industry, the Equine Industry Vision Award is the first of its kind to showcase innovation across the entire equine world, as well as to acknowledge ingenuity and service.

"John Gaines personifies the visionary spirit which the Equine Industry Vision Award serves to recognize," noted Dan Kramer, Senior Marketing Manager, Equine Business at Pfizer Animal Health. "His countless contributions to the horse world continue to reach across disciplines and throughout the country, and his service to our industry will be long remembered."

A bitter-sweet occasion, the event became all the more poignant as homage

was bestowed on this legendary giant who passed away on February 11<sup>th</sup> of this year. Alex Hassinger, nephew and horseman in his own right, having twice won the Breeders' Cup for which his uncle was renowned, stepped forward to receive the award on behalf of the family.

"John Gaines was a true visionary and a great leader. His influence touched virtually every aspect of the industry," Hassinger stated. "The Equine Industry Vision Award represents a fitting tribute to the commitment and dedication for which John Gaines stood."

With contributions that spanned over an illustrious forty years, John Gaines will long be remembered for changing the face of Thoroughbred racing forever. From establishing the celebrated Breeders' Cup, to playing a pivotal role in the formation of the National Thoroughbred Association, the predecessor of today's National Thoroughbred Racing Association (NTRA), he

worked tirelessly to broaden the scope of the game.

Timothy Smith, Commissioner & CEO of the NTRA, echoed industry sentiment when he described John Gaines as the quintessential administrator and a preeminent innovator. "He, indeed, had the vision of a true pioneer . . . and along with vision, he helped make it happen," Smith concluded.

Reaching new heights time and again, John Gaines' inspiration for what would become the Kentucky Horse Park and the National Horse Center is yet another example of the profound impact he has had on the industry. "Today, due to his efforts, the Kentucky Horse Park has evolved into the nation's leading equine entertainment, event, and learning facility. It also serves as the home to nineteen leading equestrian associations at the park's National Horse Center, which itself is symbolic of the unity of leadership and common purpose that Mr. Gaines has for so long advocated for our industry," emphasized the Kentucky Horse Park's Executive Director, John Nicholson.

In addition, as the owner of the prestigious Gainesway Farm, it was as a result of his abiding interest in genetics and health care that John Gaines revolutionized several key breeding and management programs, culminating in his crowning achievement, the realization of the Maxwell H. Gluck Equine Research Center at the University of Kentucky.

Mrs. Gaines put it best when recounting her husband's accomplishments. Posing the question, "What makes greatness?" she answered by saying, "Having engendered respect and support from his peers has been John Gaines' genius and the foundation for his many successes. What makes greatness? I believe it is reflected in his legacy that will surely resonate throughout the equine world for generations to come."

The finalists who were considered in this year's competition will automatically be entered in next year's Equine Industry Vision Award contest. They are as follows: Stanley F. Bergstein, Douglas Herthel, DVM, Matthew Mackay-Smith, DVM, David O'Connor, and Pat Parelli. To request a nomination ballot for 2006, please contact Chris Brune, Executive Director, American Horse Publications at 386-760-7743 or email [AHorsePubs@aol.com](mailto:AHorsePubs@aol.com).

Nomination information will also be available at the AHP website at [www.americanhorsepubs.com](http://www.americanhorsepubs.com). All materials will be due by January 10, 2006.

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## Lua Oas Southard recognized with the 2005 AHP Chris Brune Spirit Award

The AHP Spirit Award was the brainchild of Deborah Taylor Tatum, who saw the award as a way of recognizing the efforts of members other than the Board of Directors. She hoped that this award would encourage members to seek involvement in the association and eventually lead into leadership roles. "Lua is such a special person and the heartbeat of AHP. She is the person who encouraged me to get involved and become a leader for AHP. It is a decision that I have never regretted. I will always be grateful to Lua for her spirit, her kindness, and her friendship. She has been the selfless kind of leader that has made AHP what it is today," said Deborah, who served as AHP's 2004-2005 President.

Initially titled the President's Spirit Award, this award would be presented to the member who has done the most consistently to assist and support the association. The individual would be selected based on his or her willingness to assist in a volunteer capacity. This could be anyone from any category of membership or a Past President who continues to be actively involved. Nominations come from Board members and the Board of Directors selects the winner at their discretion. The award is a crystal plaque with a special logo designed by Barrie Reightler.

In 2004, the inaugural award was presented to Chris Brune and the title changed to the AHP Chris Brune Spirit Award. Chris was thrilled to see the award given to Lua. She said, "AHP has no better friend than Lua Southard. Her spirit and dedication to AHP has helped to grow our association in a positive and innovative way. She truly believes in paying it forward."

Over the years, Lua has continually motivated others to get involved in AHP. Doug Hayes, Director of Advertising, *The American Quarter Horse Journal*, said, "Lua is like your favorite aunt. She is just one of those warm, welcoming people who quietly encourages you to get involved and do your best."

"I can honestly say that I would not be where I am today if it wasn't for Lua," commented Warren Wilson, Publisher of *California Horsetrader*. "She has always

been so helpful and so encouraging. She encouraged me to get more involved with AHP, and she also had great advice for me in helping to grow our business. She's such a great asset to AHP."

Lua is CEO of Equine Resources International, LLC, which specializes in marketing and public relations for the equine industry. She's been in the business since 1969 and describes herself as "I'm one of the 'old' ones with gray hair (as the younger generation puts it)." ERI has represented Pfizer Animal Health as their equine division public relations firm for about 8 years. They also serve as an advertising agency for several other clients. Lua is the former the publisher of *Practical Horseman* magazine and associate publisher for *Horse & Rider*. "She has been my best friend, even when we have been competitors," says Susan Harding, VP, Group Publishing Director, Primedia Equine Network.

Lua first became involved in AHP as Southard & Associates. She was elected to the AHP Board of Directors in 1991 representing *Practical Horseman* and in 1995 joined the Executive Committee. She served as the 1998-1999 AHP President. Lua has always been actively involved in AHP activities and the association's most enthusiastic cheerleader continually bringing new members into the AHP family.

She has contributed to all programs and served on many committees, but the two programs she has been most instrumental in developing are the Student Fund Auction and Equine Industry Vision Award. Always the mentor, she has participated at AHP seminars as a speaker, moderator and panelist numerous times. Equine Resources International has been a seminar sponsor since 1998.

Frank Lessiter, Publisher, *American Farriers Journal*, said, "After only a year or so of belonging to AHP, Lua convinced me to become a board member. She told me it would be a super learning experience and she was right as it led to many great contacts in the industry. If anyone ever had a question or concern in any area of publishing, Lua was always there to provide an answer, a super idea or a valuable thought. Her experience in ev-



**AHP**  
*Chris Brune*  
**SPIRIT**  
**AWARD**

ery area of the equine publishing arena is remarkable. While I thought I had seen over the years much of what she contributed to the success of AHP, it wasn't until I was president that it finally dawned on me the tremendous asset she was in making the student awards program and the fund raising night at the annual meeting such a big success. That has really been her baby over the years and she's really made it successful with plenty of hard work. A better person you'll never find anywhere."

Teresa Jacob Avery, Executive Director, Marketing and PR, at Equine Resources International, accepted the award for Lua, who was unable to attend the seminar due to illness. Connie Lechleitner, the AHP 2005-2006 President, said in her presentation speech, "The first person I think of when I think of AHP is Chris Brune. But the second person I think of is Lua. She really does embody the spirit of AHP and has done so much behind the scenes long after her term as AHP president. It is so fitting that Lua is the second recipient of the AHP Spirit Award after Chris. Congratulations, Lua!"

Upon receiving the award, Lua wrote the Board, "What an incredible surprise it was to receive this year's AHP Chris Brune Spirit Award. I was truly overwhelmed when Teresa pulled it out of her bag. I thought that Dan (Kramer) had taught her a new magic act. Please know that I accept the award and even though this year, I might not have as much spirit as I normally would, watch out for next year as I'll be coming back strong."

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## AHP World's Fair raises over \$4,700 for Student Fund



Deb Tatum, Pat Trowbidge and Cheryl Erpelding groovin' to the 60s

Photo Credit: Robert Eubanks, CPG

They say if you remember the Sixties, you weren't there or maybe it's if you don't remember the Sixties, then you were there. Whether you were old enough to have lived during the Sixties or were there to re-live them, AHP members "tripped the light fantastic" on Friday evening, June 10, in Seattle, Washington. The theme of this year's Student Night was based on the Seattle World's Fair in 1962. Attendees were dressed as hippies, tie-dye was the fabric of choice, and mini-skirts with go-go boots were in fashion. Ben Brown and his renown 60s singers entertained with celebrity appearances from Cher aka Kim Herbert, James Taylor aka Doug Hayes and Janis Joplin aka Cheryl Erpelding. Fair-goers played games of chance at the Pike's Place Throw A Fish, See Seattle Trivia or the Quarter Dunk booth, posed for a caricature or Polaroid photo, grabbed a latte at StudentBucks Coffee or munched on corn dogs and pizza. The silent auction and raffle were held during the fair so members could keep tabs on their favorite items.

The AHP World's Fair provided a groovy backdrop for the real purpose of the evening - to recognize the 2005 AHP

Student Award Winner and show support for the Student Fund. The Student Fund began in 1993 as a way for members to support the Student Award program. A total of \$4,739 was raised this year - \$3,505 from the silent auction, \$391 from raffle ticket sales, and \$843 from the World's Fair ticket sales. Proceeds benefit the Student Award, which rewards a student pursuing a career in equine publishing with a \$1,000 cash award and an all-expense-paid trip to the annual AHP seminar. The Fund also provides complimentary student membership and seminar registration certificates to all Student Award applicants, and supports the AHP Student Mentoring Program and Internship Handbook.

This year's Student Award winner, Jessica Eissfeldt, attends Oklahoma State University in Stillwater, where she majors in English and Journalism with a minor in Animal Science (equine emphasis) and has a 3.89 GPA. She received a \$1,000 cash award plus the all-expense trip to Seattle. The Student Award Committee, chaired by Carl Mullins, made the decision to also award the First Runner-Up with an all-expense paid trip to Seattle to attend the AHP seminar.

Christy Weese attends the University of Alberta in Edmonton, where she majors in Visual Communications toward her Bachelor of Design and has a 3.35 GPA. Both young ladies were welcome additions to the seminar and enjoyed the opportunity to mingle with equine publishing professionals for three days.

In a surprise announcement during the Student Award Night, Publishers Press, Inc., Shepherdsville, KY, presented Jessica Eissfeldt, the 2005 AHP Student Award Winner, with an all expenses paid trip to one of their Two-Day Customer Education Seminars. Dave Russo, Regional Sales Manager, made the presentation on behalf of Publishers Press. The Two-Day Customer Education Seminars are held in Louisville, Kentucky, and are designed to help customers' production employees gain an understanding of how a magazine progresses through the printing process. Jessica will have the unique opportunity to learn the printing process, vital knowledge to anyone seeking a career in publishing. Publishers Press has been an AHP Corporate member since 1996 and a Corporate Sponsor since 1999. Providing this experience for the AHP Student Award Winner was just one more way the company continues to show their support for American Horse Publications and the equine publishing industry.

Thirteen talented young women have earned the AHP Student Award title since 1993. One of the great successes of the AHP student programs is that student members continue their involvement beyond their college years. Former Student Award winners, Jennifer Denison (1994), Stephanie Church (1998), and Michelle Berg Anderson (2000) were among the Seattle attendees along with current student members, Claire Bow and Rebecca Pitcher.

The Student Fund auction and raffle offered nearly 75 different items. The highest-priced item sold in the silent auction was a ladies custom watch purchased for \$225 by Kim Herbert of *The Horse* and donated by Farnam Companies, Inc. Kim was this year's big spender, whose purchases totaled \$330. Others who spent over \$200 included Sandy Shacklett, *Alaska Horse Journal*; Lauren Baker, *Flying Changes Magazine*; Morgan Lightfoot, Brown Printing Company; Deborah Taylor Tatum, Blood-Horse Publications; and Bob and Jan Weber, American Vaulting Association. Spending over \$100 were Linda Connors; Lara Poirrier, *Northern Horse Source*; Bryan Quinsey, American Farriers Association;

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Emily Koenig, United States Dressage Federation; Mark Gochman; Paul Smith, Conley Printing; and Susan Harding, Primedia Equine Network.

The silent auction and raffle are not possible without generous donations from fellow AHP members. This year's donors included: *Alaska Horse Journal*, American Paint Horse Association, American Quarter Horse Association, American Riding Instructors Association, *Appaloosa Journal*, AQHA Publications, Blood-Horse Publications, Bow-Tie, Inc., Breyer Animal Creations, *California Thoroughbred*, Cavalia, Certified Horsemanship Association, Dover Saddlery, Edition Boiselle, Equine Resources International, Farnam Companies, Inc, HorseCity.com, Menco Equine Specialties, Leather Goods of Spain, Merrial Equine Pharmaceuticals, Nutramax Laboratories, Inc., *Paint Horse Journal*, Pfizer Animal Health, Primedia Equine Network, The Lyons Press, *The Texas Thoroughbred*, Typecraft Inc. Wood & Jones, *Western Horseman Magazine*, Western Safari Jewelry, Jennifer Denison,

Tracy Gantz, Kimberly Herbert, Heidi Nyland, and Barrie Reightler.

The donated items provided a great opportunity to shop for equine-related gifts and products and a big thank you goes to those who won the final bids: Lauren Baker, Jennifer Bryant, Jim Bret Campbell, Stephanie Church, Linda Connors, Sandy Davis, Jennifer Denison, GiGi DeWeese, Cheryl Erpelding, Tracy Gantz, Erin Gilmore, Mark Gochman, Jennifer Hancock, Susan Harding, Kimberly Herbert, Linda Horn, Dean Jacobson, Fran Jurga, Crystal Kimball, Missy Kobel, Emily Koenig, Dan Kramer, Christy Landwehr, Patty Lasko, Cathy Laws, Frank Lessiter, Morgan Lightfoot, Becky Newell, Jennifer Nice, Lara Poirrier, Ann Pringle, Bryan Quinsey, Barrie Reightler, Kate Riordan, Sandy Shacklett, Paul Smith, Dan Streeter, Deborah Taylor Tatum, Carol Trimmer, Jan and Bob Weber, and Susan Weiss.

Recognition for planning the Student Night activities goes to committee members: Sandy Kucharski, Connie Lechleitner, Michelle Anderson, Jackie Freundlich, Jennifer Bryant, and Karen

Pickering, who were supported by a willing cast of volunteers. Providing assistance with the auction and raffle were Kate Riordan, Pat Doennig, Ellen Kiser and our student members. The event's biggest fans continue to be dinner sponsor, Dan Kramer of Pfizer Animal Health, who demonstrated one of his many magic tricks, and reception co-sponsors, the American Quarter Horse Association and AQHA Publications, who staffed the Quarter Dunk booth. Additional gratitude for their efforts on behalf of students throughout the year goes to Carl Mullins, chairman of the 2005 Student Award Contest, and Summer Best, chairman of the Student Mentoring Program.

Applications and guidelines for the 2006 Student Award Contest will be available later this year. For further information on any of the AHP student programs, 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](http://www.americanhorsepubs.org).

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## American Horse Publications awards excellence in equine publishing

The Northwest was a memorable location for the American Horse Publications annual awards presentations which were held on June 11, 2005, during the AHP Horse By Northwest Seminar in Seattle, Washington. The event opened with a reception co-sponsored by Ariat International and Dover Saddlery which was followed by the Awards Banquet and Presentations sponsored by Quebecor World TPC Group. Breyer Animal Creations sponsored the centerpieces that featured the Breyer model of Savannah Dial, an Indian Paint Horse, which one lucky attendee at each table took home.

The coveted General Excellence Award is presented to publications who fulfill their statement of purpose and show excellence in editorial content and design. Honorable mention was presented in classes with over five entries. General Excellence in the Tabloid/Newspaper category went to *Thoroughbred Times*, a national newsweekly tabloid of Thoroughbred racing. *Quarter Horse News*, a semi-monthly Quarter

Horse industry tabloid, received honorable mention. Winning General Excellence Association Magazine circulation 15,000 and under was *The American Quarter Horse Racing Journal*, an official publication of the American Quarter Horse Association, with honorable mention to *Hoof Beats*, an international monthly harness racing magazine. The Association Magazine circulation 15,000 and over class winner was *Paint Horse Journal*, a monthly international Paint Horse magazine, with honorable mention to *The American Quarter Horse Journal*, an official publication of the American Quarter Horse Association. The winner of the General Excellence for State or Regional Publication, any format, was *Mid-Atlantic Thoroughbred*, a monthly regional Thoroughbred magazine, with honorable mention to *California Thoroughbred*, a Thoroughbred breeding and racing publication. In the category for Self-Supported Magazine with circulation under 15,000, the winner was *Equestrian Retailer*, a trade magazine for the equine industry, with

honorable mention to *Blaze Magazine*, a magazine for horse kids by horse kids. It was a clean sweep for the Primedia Equine Network in General Excellence for Self-Supported Magazine with circulation 15,000 and over. The winner was *Horse & Rider*, a how-to western training and instruction magazine, with honorable mention in this class awarded to *Equus*, a magazine on horse health care, training, and behavior, and *Practical Horseman*, a how-to English riding and training magazine. 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 *Thoroughbred Times*.

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 au-

thor, designer, photographer or illustrator who placed in the top three in each class. Member publications achieving multiple honors in a variety of categories included *The American Quarter Horse Journal* with 17 awards; *Paint Horse Journal* with 12 awards; *Thoroughbred Times* with 11 awards; *The American Quarter Horse Racing Journal* with 7 awards; and *Equus* and *Western Horseman* with 6 awards each.

Corporate members who placed well in this year's competition included **Farnam Companies, Inc.**, with a first and second place in Corporate/Affiliate Advertisement, and the **American Paint Horse Association** with a third in that class. **Primedia Equine Network** received first place and honorable mention in Single Issue Specialty Publication as well as honorable mention in Equine-related Book. **The Lyons Press** won the Equine-related Book class with **Workman/Artisan** earning a third and **Trafalgar Square Publishing** an honorable mention in that class.

Affiliate members are eligible to enter their own work in editorial content in addition to receiving recognition for their articles entered by the Publication members. **Barbara Hunt-Sheridan** authored "Feeding For Performance," the first place article in Horse Care circulation under 15,000, published in *The Harness Edge*. **Karen Briggs** wrote the "Parasite Primer Series" that placed second in the Instructional Series class for *The Horse*. **Jessica Jahiel's** article "Mental, Mechanical, And Metabolic Health," earned an honorable mention in Horse Care circulation 15,000 and over for *Trail Brazer*. **Nancy Degutis** wrote "Jer-

sey Fresh - Teen's Incredible Performance" for honorable mention in Event Coverage for *Horse News*.

Affiliate members took honors in other divisions. **David Stoecklein** received second place for "The American Quarter Horse," in Equine-related Book and his photograph earned a first place for *American Farriers Journal's* entry in Open Color Editorial Photograph. **Douglas Lees** was awarded honorable mention for his photograph published in *Mid-Atlantic Thoroughbred*. A photograph by **Arnd Bronkhorst** appeared on the third place cover for *Equestrian Magazine* in Magazine Cover Page circulation 15,000 and over. Photography by **Charles Mann** helped to earn an honorable mention in Magazine Cover Page circulation 15,000 and over for *Paint Horse Journal* and a first place for *Eventing USA's* editorial design entry in Event Coverage.

Electronic Publication members who received awards included **Bloodhorse.com**, winner of the Electronic Publication and Online News Reporting Article classes, **TheHorse.com**, who finished second in Electronic Publication class, **EquiSearch.com**, who placed second in Online News Reporting Article, and **The American Quarter Horse Journal Online**, who won the class for Online Service to the Reader Article.

Two Student members were honored for their entries in the Student Equine-Related Journalism class. **Jessica Bieber** placed first and second and **Rebecca Pitcher** received third place.

The Merial Human-Animal Bond Award was presented for the fourth year to the one article out of 16 entries that

best reflected and promoted the strengthening of the relationship between horses and people. Entries in the Merial Human-Animal Bond Award class were judged for exceptional quality and on the ability to convey the special relationship between man and horse and connect with the reader. AHP members were allowed to enter only one entry in this class. The winner of the Merial Human-Animal Bond Award is the author of the article who received a special engraved trophy presented by Merial. The member publication, in which the article was published, received an engraved plaque. The winner was **Patricia Lasko** for her article "The Elixir of Pure Joy," which was published in *Dressage Today*, May 2004 issue.

The 2005 competition, which was for material published in or by member publications in 2004, drew a total of 1,078 entries from 110 members. AHP President, Deborah Taylor Tatum performed the duties of processing the entries and acquiring the judges. This year's slate of judges included 32 professionals. A complete list of the winners is available online at the AHP website and is included in the 2005 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 2006 Annual Awards Contest for material published in 2005 will be available to members in December.

## Broaden your horizon with the AHP Newsstand

**T**he AHP Newsstand is a co-operative program that provides members with a cost effective way to exhibit at national and regional equine events. Publication members have an opportunity to distribute their publications and acquire valuable subscriber leads generated from the free drawing for a one-year subscription that are held during each event. Leads are available on labels, disk or e-mail file. Publications with a circulation under 5,000 are offered the option to participate in the program by choosing to send half the

number of copies for half price. Free distribution allows members who contract their own space at these events to use the AHP booth as a second point of distribution and members with a free publication to participate. A group discount is available for publication members published by the same publisher.

2 Publications = \$50 discount off total fees per event

3 Publications = \$100 discount off total fees per event

4 or more publications = \$200 discount off total fees per event

Affiliate and Corporate members may also participate in this program and have an opportunity to distribute up to 300 copies of one promotional piece advertising their product or service. No sales or orders will be taken at the booth.

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

Publication Member: \$300  
(300 copies)

Publication Member under 5,000:  
\$150 (150 copies) *continued next page*

## AHP Who's Who

Former Student member, **Shay Ludwick**, sent this note: "Since I graduated from college this past summer, I have gotten a few different jobs. Currently, I work full time as an apparel buyer for Rod's Western Palace in Columbus, Ohio. I also am freelancing for the *Horsemen's Corral*, which I love. I recently also landed the copywriting job for Rod's for our catalog business. I stay pretty busy! I wanted to send you a note, telling you how great I think the AHP is. I learned so much at the conference last year in Lexington. Thank you so much and I will be renewing my membership as an Affiliate as soon as possible.

**Summer Best**, a Florida-based equine journalist, recently announced her resignation from Seminole Feed, where she has been the

company's Marketing Director and magazine creator/Editor since July 2002. Summer's next career plans include launching "SunHorse Media," an independent equine writing and marketing firm. SunHorse Media's current client base includes *The American Quarter Horse Journal*, *Western Horseman*, *horsecity.com*, *Horse & Rider*, the University of Florida and various independent organizations, products and farms. The SunHorse corporate offices are located in Northwest Ocala.

**AHP Wedding Bells** rang out for Carrie Allen, of NAERIC, and Student member, Jessica Bieber, in June and Teresa J. Jascob of Equine Resources International, in May at the Frawley Baseball Stadium, in Wilmington, Delaware.

## Newsstand *continued from page 7*

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

The AHP Newsstand booth will be at the events listed below. If you are interested in participating or want more information about the AHP trade show program, contact Chris Brune at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com), (386) 760-7743.

◆ Equine Affaire, September 16-18, 2005, Kentucky Fair & Expo Center, Louisville, KY

◆ Equine Affaire, November 10-13, 2005, Eastern States Expo, W. Springfield, MA

◆ Equine Affaire, February 2-5, 2006, Fairplex, Pomona, CA

◆ Equine Affaire, April 6-9, 2006, Ohio Expo Center, Columbus, OH

## INDUSTRY NEWS

### United States Dressage Federation Celebrates Groundbreaking

The United States Dressage Federation (USDF) held the official groundbreaking ceremony for the USDF National Education Center on Wednesday, June 22, 2005 at the Kentucky Horse Park. The USDF National Education Center will be the next door neighbor of the United States Equestrian Federation and within sight of the U.S. Pony Clubs, the American Ha-

noverian Society and many other equestrian organizations. The progress of the building project and the capital campaign can be viewed on [www.usdf.org](http://www.usdf.org). Founded in 1973, the United States Dressage Federation is a nonprofit membership organization dedicated to education, the recognition of achievement, and the promotion of the sport of dressage. For more information about USDF visit [www.usdf.org](http://www.usdf.org) or contact Robin Hollar, Director of Marketing, at 859-271-7882.

## Got questions?

The answers to some of the most Frequently Asked Questions about AHP membership are only a click away. Visit the AHP website at [www.americanhorsepubs.org](http://www.americanhorsepubs.org). **F.A.Q.s** are located under Membership and **Take Advantage of AHP Programs** is located under Join AHP.

## New Member Profiles

### PUBLICATION MEMBERS

#### Ride! Magazine

*English competition, horse camping, endurance*

Contact: Diana J. Bishop

728 Cherry Street

Chico, CA 95928

Phone: 530-343-9994

Fax: 530-343-4218

E-mail: [editor@ridepublishing.com](mailto:editor@ridepublishing.com)

URL: [www.ridepublishing.com](http://www.ridepublishing.com)

#### Riding Instructor

*Riding instructors, coaches, trainers*

Contact: Charlotte Kneeland

28801 Trenton Court

Bonita Springs, FL 34134-3337

Phone: 239-948-3232

Fax: 239-948-5053

E-mail: [riding-instructor@comcast.net](mailto:riding-instructor@comcast.net)

URL: [www.riding-instructor.com](http://www.riding-instructor.com)

#### The Peruvian Classified

*Peruvian Paso horse publication*

Contact: Charlotte Dicke

P. O. Box 1922

Santa Ynez, CA 93460

Phone: 805-688-8318

Fax: 267-821-1043

E-mail: [info@peruvianclassified.com](mailto:info@peruvianclassified.com)

URL: [www.peruvianclassified.com](http://www.peruvianclassified.com)

## New Member Profiles *continued*

### CORPORATE MEMBERS

#### **Back Country Horsemen of America**

*Non profit volunteer grass roots*

Contact: Peg Greiwe

P. O. Box 1367

Graham, WA 98338-1367

Phone: 360-832-2461

Fax: 360-832-2471

E-mail: peg2@mashell.com

URL: www.backcountryhorse.com

Back Country Horsemen of America is a service organization working in the back country and educating the users of the back country. These two elements along with a determination to protect the heritage of back country stock use, are primary factors of their existence.

#### **Dana Hokana Quarter Horses**

*Training, clinics, video sales, breeding*

Contact: Barbara DiBernardo

P. O. Box 893369

Temecula, CA 92589

Phone: 951-775-2534

E-mail: danahokana@aol.com

URL: www.hokana.com

Dana Hokana Quarter Horses is run by world reknown trainer and clinician Dana Hokana. Dana is available for western pleasure clinics and has a video series as well. Dana owns a stallion, Invested Dimension, that she showed to reserve AQHA World Champion in western pleasure.

#### **Equestrian Land Conservation Resource**

*Equestrian land advocacy*

Contact: Kande Haertel

P. O. Box 423

Elizabeth, IL 61028

Phone: 815-858-3501

Fax: 815-858-3508

E-mail: info@elcr.org

URL: www.elcr.org

ELCR raises awareness among this country's 7.1 million equestrians about the need to conserve their breeding, stabling, riding and competing land, as well as providing them with how-to information, assisting grassroots efforts nationally, and encouraging collaboration with other equestrian and conservation groups.

#### **JPC Equestrian, Inc.**

*Equestrian products/apparel wholesale distributor*

Contact: Nina De Petris

72 Hillside Drive

Drums, PA 18222

Phone: 570-708-5723

Fax: 570-708-5729

E-mail: ndepetris@jpcequestrian.com

URL: www.jpcequestrian.com

JPC Equestrian, Inc. is a customer oriented, service driven, wholesale distributor of equestrian related products, from rider apparel for show or schooling to horse clothing to English saddlery. Hunter/jumper and dressage are the main disciplines their product offering is geared.

#### **Luitpold Pharmaceuticals, Inc.**

*Animal health products*

Contact: Allyn G. Mann

4615 Roberts Street

Shawnee, KS 66226

Phone: 816-590-5032

Fax: 913-322-8053

E-mail: amann@luitpold.com

URL: www.adequan.com

Luitpold is the manufacturer of Adequan, the number one FDA approved treatment for degenerative joint disease in horses.

#### **MCC Events**

*Organization of equestrian events*

Contact: Patricia Doennig

725 Broad Street

Augusta, GA 30901

Phone: 706-828-4323

Fax: 706-823-3447

E-mail: patricia.doennig@morris.com

URL: www.morris.com

MCC is the equestrian events division of Morris Communications Company and includes the National Barrel Horse Assn., Hippodrome Arena, and the Augusta Horse & Carriage Parade.

#### **Nutramax Laboratories, Inc.**

Contact: Tara Cullen

2208 Lakeside Blvd.

Edgewood, MD 21040

Phone: 800-925-5187 x 4034

Fax: 410-776-4054

E-mail: tcullen@nutramaxlabs.com

URL: www.nutramaxlabs.com

Nutramax Laboratories®, Inc. veterinary science division manufactures Cosequin® which veterinarians use to manage joint health in equine patients, as well as in small animals. Cosequin is the only glucosamine/chondroitin sulfate brand that has been shown effective, safe, and absorbable in peer-reviewed, controlled, published, U.S.

veterinary studies. In addition Cosequin is the #1 veterinarian recommended oral joint health supplement brand.\*

\*Source: Surveys conducted in the Fall of 2002 and March 2004 of equine veterinarians who recommended oral joint health supplements.

#### **Photeka, LLC/The Horse Image Source**

*Equine stock image library*

Contact: Bernard DeLierre

30 Frohlin Drive

Basking Ridge, NJ 07920

Phone/Fax: 908-393-9132

E-mail: bernard@horseimagesource.com

URL: www.horseimagesource.com

The Horse Image Source is an online stock image library specialized in equine related imagery. Businesses worldwide can use their website, or contact them, to research and license images for all commercial and editorial usage needs. They represent equine artists worldwide and their collections are continually growing.

#### **Semican, Inc.**

*Bag and bulk oats, hay producers*

Contact: Chantal Savard

366 Rang 10

Plessisville, Quebec, CANADA G6L 2Y2

Phone: 819-362-8823

Fax: 819-362-3385

E-mail: csavard@semican.ca

URL: www.equavena.com

Semican produces and conditions a wide variety of the highest quality cereal and forage seeds including EQUAVENA hullness oats, covered oats, barley, wheat, alfalfa and other forage seeds. Semican offers compress hay, hay cubes, shaving.

#### **The American Morgan Horse Association**

*National association of the Morgan breed*

Contact: Christina Koliander

122 Bostwick Road

Shelburne, VT 05482

Phone: 802-985-4944

Fax: 802-985-8897

29007/29213

E-mail: magazine@morganhorse.com

URL: www.morganhorse.com

The American Morgan Horse Association (AMHA) exists to preserve, promote and perpetuate the Morgan horse. With approximately 10,000 members, the Association is comprised

## New Member Profiles *continued*

of five departments that strive to accomplish this mission: Administration, Marketing, Membership, Publications, and Registry. They are the publisher of The Morgan Horse, the monthly breed journal.

### **United Feeds, Inc.**

*Animal nutrition technologies*

Contact: Lindsey Wilson

P. O. Box 108

Sheridan, IN 46069

Phone: 800-503-6288 ext. 1169

Fax: 317-758-9016

E-mail: [lwilson@unitedfeeds.com](mailto:lwilson@unitedfeeds.com)

URL: [www.unitedfeeds.com](http://www.unitedfeeds.com)

United Feeds, Inc. is an animal nutrition company established in 1956. The company researches, develops, manufactures, and sells animal nutrition products for a variety of species including horses. United Feeds is headquartered in Sheridan, Indiana.

### **Wrangler**

*Western and workwear manufacturer*

Contact: Robin Rich

400 N. Elm Street

Greensboro, NC 27401

PR Contact:

Christina Worthington

French/West/Vaughan

Phone: 919-832-6300

E-mail: [cworthington@fwv-us.com](mailto:cworthington@fwv-us.com)

URL: [www.wrangler.com](http://www.wrangler.com)

Wrangler Western Wear is available at select retailers nationwide that carry quality men's, women's and children's western, contemporary and workwear apparel. Wrangler has been making western, equine and agricultural apparel since 1947. Contact: Christina Worthington, French/West/Vaughan, 919-832-6300; [cworthington@fwv-us.com](mailto:cworthington@fwv-us.com)

## **AFFILIATE MEMBERS**

### **Carole Fletcher**

*Author, horse books*

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Fax: 352-369-0950

E-mail: [trickhorse@worldnet.att.net](mailto:trickhorse@worldnet.att.net)

URL: [www.healedbyhorses.com](http://www.healedbyhorses.com)

URL: [www.trickhorse.com](http://www.trickhorse.com)

Carole has 28 years experience horse training, showing, lessons and performing with trick horse. She has

written magazine articles and authored two books, "Trickonometry: Secrets of Teaching Your Horse Tricks," (2001, Hollow Horse Press) and "Healed By Horses" (2005, Atria/Simon and Schuster).

### **Tracy Gantz**

*Journalist, photographer and editor*

935 W. Walnut Avenue

Monrovia, CA 91016

Phone: 626-930-0765

Fax: 626-930-0885

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

Tracy has been in equine publishing for more than 25 years, having served as managing editor of Paint Horse Journal and The Thoroughbred of California and on the staff with The Blood-Horse and Daily Racing Form. She writes and photographs in all disciplines and is a past president of AHP.

### **Mark Gochman**

*Media attorney*

Equestrian Adventurer

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Los Angeles, CA 90046

Phone: 323-656-6966

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

Mark is a media attorney who intends to launch an equine-related web site.

### **Bob Goddard**

*Freelance writer*

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Phone: 231-853-2288

E-mail: [bobgoddard@verizon.net](mailto:bobgoddard@verizon.net)

Bob is a freelance writer specializing in equine related humor. More than sixty of his articles have been published in a variety of horse magazines, including Flying Changes, Equine Journal, Alaska Horse Journal, California Riding Magazine, The Chronicle of the Horse, and The Horse Gazette. He is currently the humor columnist for The Trail Rider. He has recently completed a tongue-in-cheek guide for parents of horse-crazed kids.

### **Tricia J. Senkiw**

*Marketing, promotion, writing, public relations*

2652 Ferry Road

Bellbrook, OH 45305

Phone: 937-848-7560

Cell: 937-307-3652

E-mail: [info@horsenanny.com](mailto:info@horsenanny.com)

Tricia has worked in global marketing for a non-equine Fortune 500 company for over 10 years, which includes public relations, marketing, direct mail and email campaigning, article creation/publication, advertising, and event planning/execution/follow-up. To keep her sanity, she specializes in (and is passionate about) promoting and marketing equine products/services through a variety of communication channels, as well as owning/managing an equine facility. She has written articles on mounted drill, general training and horse/rider profiles. Additionally, she is a carded judge with the United States Equestrian Drill Association (USEDA), has USED A Drillmaster Certification, is a member of the International Association of Business Communications (IABC), AQHA, and Ohio Horseman's Council.

## **STUDENT MEMBERS**

### **Gretchen Adams**

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### **Megan Arszman**

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Permanent address

18057 Joliet Rd.

Sheridan, IN 46069

Phone: 317-896-5044

Using her experience as a student journalist and photographer (through high school and college), Megan would like to work for an equine publication as a writer or photographer. She has grown up showing Quarter Horses and wants to continue this into a career that she'll love. Another option would be working in media relations at a horse racetrack. At Murray State University, she is co-captain of the Equestrian Team and works as a photographer for the yearbook. She graduates with honors in May 2005.

## New Member Profiles *continued*

### **Kelsey Baker**

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### **Jaime Brockett**

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### **Shelby Nicole Clark**

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### **Kori Conley**

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Kansas City, MO 64157

### **Miriam Rose Craft**

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Contact: 850-712-3814  
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Permanent address  
129 Highpoint Dr.  
Gulf Breeze, FL 32561

When Miriam was 12, she had Bob Langrish's horse photos plastered all over her walls. She loved horses, loved the grace and beauty of the animal, and owned two when she was 15. She only dreamed of being able to work with horses, and never thought she would pursue a career in photography - especially in equine publishing. She is a photojournalism student at Western Kentucky University and she wants to learn all she can about the equine industry. She feels becoming an AHP member is an excellent opportunity to learn from those who are experienced in the field and she hopes to be a sincere and enthusiastic addition to the group.

### **Braden Davidson**

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1913 Hyndman Road  
Spencerville, ON, Canada K0E 1X0  
Phone: 613-258-7975  
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### **Rebecca Ann Douglas**

*University of Florida*  
3408 SW 31st Drive, Apt. 22C  
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Rebecca is a graduate student at the University of Florida majoring in animal science - equine industry - ag communication. Her equine background is extensive and covers a span of approximately 30 years. She has been involved in most aspects of equine activities that include, but are not limited to: showing, barrel racing, rodeo, broodmare and foal management, AQHA racing and breeding, boarding, sales and sales prep, hauling and instruction. Equine publications have always been of great interest and her career goal would ideally be in a freelance capacity. She would enjoy working and researching in any of the various disciplines, but has more experience with AQHA and western areas. She particularly likes to research issues and report findings.

### **Kelly Gage**

*University of Kentucky*  
P. O. Box 1626  
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Phone: 973-766-2630  
E-mail: tempichange@hotmail.com

### **Jillian Hall**

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Marlborough, MA 01752  
Phone: 508-330-8318  
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With a solid foundation in both English and horses, Jillian hopes to one day become involved in the equine publishing industry. She has ridden a variety of English disciplines for the past 14 years and is still going strong. She has been an exceptionally active member of the 4-H community, competing in knowledge based competitions on county, state and national levels and is currently a collegiate 4-H member, often

volunteering with local horse clubs. She holds a volunteer position at a local therapeutic riding center, has become a Massachusetts licensed riding instructor and has worked a local camp teaching children about horses since 2000. Her experience in the English field is just as extensive. She took honors English courses throughout high school, including the AP course in her senior year. She was senior editor of her high school newspaper and received A's in both journalism and creative writing courses. Currently, she is a freshman English major at the University of Delaware with a plan to concentrate on journalism. She is also an editor for a campus magazine.

### **Christine Lynn Hemken**

*Iowa State University*  
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Phone: 515-290-8785  
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### **Jessica Hirsch**

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37 Bernice Dr.  
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### **Kurt Hartle**

*Sonoma State University*  
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Healdsburg, CA 95448  
Phone: 707-849-3857  
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A mature student as a thirty-five year old college senior, Kurt is deeply concerned with the well being of the equine athlete. He has 20 years of riding experience in dressage. As his studies come nearer to a close, he finds himself ceaselessly engaging the task of utilizing language toward a timely and significant understanding of riding principles that lead to a more effective and humane rider. He majors in English composition.

## New Member Profiles *continued*

### **Meghan Mackay**

*West Texas A&M University*  
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Phone: 806-674-8734  
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P. O. Box 670095  
Chugiak, AK 99567

Meghan is a senior at West Texas A&M University majoring in equine business and mass communications. She has been involved with horses since she was six years old and competed in USAE events in high school. Currently, she rides successfully in IHSA competition at the open hunter level. She has worked as a reporter and opinions editor at her campus newspaper and is currently employed as a summer intern for *The American Quarter Horse Journal*. She would like to have a permanent position at the Journal after graduation.

### **Heidi Murray**

*Encampment High School*  
601 Sierra  
Saratoga, WY 82331  
Phone: 307-326-5582

### **Natalie Naylor**

*Utah State University*  
508 S. 200 East  
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E-mail: nnaylor@cc.usu.edu

### **Erin Ryder**

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1751 Sharon Hollow  
Grass Lake, MI 49240

Erin's dream job is to be a staff writer for an equestrian publication that focuses on the sport of dressage. However, she also enjoys and is competent with photography and desktop publishing. She would like to be an industry ambassador and bring the equestrian experience to a larger number of people to whom stables and paddocks are foreign soil. She feels that this is achievable as she has a lifetime of experience in equestrian pursuits,

including 17 years of classical dressage training, and years showing in hand, saddle seat, hunters, stock seat and reining. Because of her versatile background, she feels she could succeed in nearly any equestrian publication. She has extensive publication experience, starting in high school where she was one of the youngest students ever allowed a First Place with Special Merit from the American Scholastic Press Institute. In college, she interned at a small local publication, and then was offered a job at *The Kalamazoo Gazette*, 120,000 circulation metropolitan daily. She has worked at the Gazette for over a year and covered equestrian activities whenever possible.

### **Katie Shultz**

*St. Mary's College*  
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### **Abby Smith**

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### **Brooke Nicole Tomlinson**

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Bullhead City, AZ 86442

Brooke's career goal is to write for a rodeo-related publication, covering events, contestants, livestock and stock contractors of the Professional Rodeo Cowboys Association and Women's Professional Rodeo Association. Horses have been a staple in her everyday life since she was seven-years-old. She competed in horse shows as a young child, but soon took up the faster pace of barrel racing and is stepping up into the ranks of professional rodeo this year. She is reporter for *The Cuestionian*, the campus newspaper of Cuesta College, where she is in her second semester of schooling.

### **Shelby Marie Watson**

*University of Maryland*  
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Brandywine, MD 20613  
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### **Christina Weese**

*University of Alberta*  
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Permanent address:  
Box 61  
Wilkie, SK Canada S0K 4W0

Christy has had horses and been involved with 4-H since she was 12 years old. She's competed in local shows, been a volunteer Pony Club teacher, and is now working on an Equine Canada Level 1 Coach Certificate. She rides mainly hunter/jumper, but also enjoys studying dressage and starting young horses. She has a three-year Visual Communications diploma from Medicine Hat College and is currently completing a Bachelor of Design degree at the University of Alberta. Future plans include freelance design and writing as well as editing and producing her own online magazine.

### **Carly Williams**

*Otterbein College*  
67 University Street  
Westerville, OH 43081  
Phone: 419-651-8119  
E-mail: carlyapha@hotmail.com  
Permanent address:  
1025 Columbus Circle So.  
Ashland, OH 44805

Carly is currently completing her senior year at Otterbein College, where she will graduate in June of 2005 with a Bachelor of Arts degree in Journalism and minors in Public Relations and Life Science. This was an excellent way for her to combine her loves of writing and horses into a career. She hopes to find a job working for an equine magazine or association. She completed an internship with [www.pleasurehorse.com](http://www.pleasurehorse.com) and spent one year as the advertising manager and staff writer for the Tan & Cardinal (Otterbein College student newspaper). She will be starting an internship in the advertising department at Rod's Western Palace in April.