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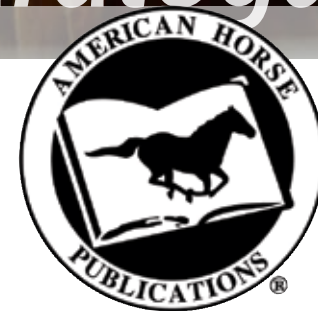
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**AMERICAN HORSE PUBLICATIONS** *FOR THE RECORD*

*APRIL 2008*



## AHP FOR THE RECORD APRIL 2008 ISSUE

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## PRESIDENT'S MESSAGE AHP NEWSLETTER RE-INTRODUCED

Dear AHP Members,

It is with great pleasure that I have the honor to re-introduce the AHP Newsletter, For the record. We are very excited to begin sending to you the newsletter every month. First, I want to thank our newsletter committee: Chris Brune, Jennifer Bryant, Kim Brown, Sandy Kucharski and Dean Hoffman for all the time and dedication they put in selecting the company that will be responsible for producing the monthly newsletter. The process was not easy as we had an excellent group of candidates. Congratulations goes to 360° Marketing Solutions, Jeremy Law and Kim Kulers as the new Editor/Designer team for the newsletter. Their ideas for the newsletter have been very exciting and you will definitely be hearing from Jeremy for information that will be included in future newsletters.

I look forward to seeing you at the annual seminar in Saratoga which is just around the corner. Make sure that you make your hotel reservations early and follow the instructions from Chris as she is posting new information, almost daily, to the AHP website, as well as, sending e-mail reminders. She is currently very busy getting the results back from the award entries and finalizing all the plans for another great seminar. Thank you, Chris, for all your work. You make my head spin when I talk to you on what you are working on, all at the same time.

Enjoy the newsletter and I will see many of you at the "Break from the Gate in 2008" Seminar in Saratoga. <http://www.americanhorsepubs.org/programs/seminars/index.asp>

Sincerely,

*Pat Trowbridge*

*AHP 2007-2008 President*

## SARATOGA OF SPIRITS AND SPIRITED STEEDS

BY: L.A. POMEROY, AHP AFFILIATE MEMBER

Ah, Saratoga, where I grew richer, as a horse lover and reporter, from the privilege of living there. I lived walking distance from misty morning breezes at its legendary track, dawn's stillness broken only by the sound of hoof beats on dirt and Canadian geese on its infield pond. Over mimosas and melon balls, I could mull the history of the "Graveyard of Champions" and its August racing program, including The Jim Dandy Stakes, in honor of a 100-1 long shot that beat the 1930 Triple Crown champion, Gallant Fox.



## SARATOGA CONTINUED

But such lore is what makes Saratoga Springs special. If you have not yet decided whether you should come to upstate New York for the AHP "Break From the Gate in 2008" Seminar in June, let me assure you that no other town is better designed to appeal to your horse sense.

AHP wordsmiths will appreciate that Saratoga is where the word "upset" entered the American sports lexicon. It went from humble adjective to uber-noun in 1919 after a horse by that name beat Man o'War. It marked Big Red's only defeat, and sportswriters jumped on the catch phrase to describe any unexpected outcome. Soon sports like football and basketball were referring to "pulling off an Upset."

Or who can forget the 1973 headline, "Onion Makes Secretariat Cry," when another Big Red, considered invincible after the first Triple Crown sweep in 25 years, finished second in Saratoga's Whitney Stakes to a speed horse named Onion, ridden with pitch-perfect pacing by jockey Jacinto Vasquez, and earning trainer, Allen Jerkens, his nickname, The Giant Killer? Secretariat weakened at the final sixteenth, and Onion paid \$13.20 to his bettors, who may have taken a tip from the Daily Racing Form report that, only a week before, had noted how Onion had set a new Saratoga record for 6 1/2 furlongs.

Nearby, too, were the Fasig-Tipton Thoroughbred sales, a living mural of iconic images: young racehorses, mute grooms, hopeful breeders, consignors, and starry-eyed auction buyers. The



fabulously wealthy and nearly desperate could stand elbow-to-elbow amid its low sheds and tall trees, all dreaming of finding that one, would-be champion under the gavel.

And lest we overlook another American racing icon, the Standardbred horse, Saratoga's harness history is equally compelling. I was ten years old when I remember seeing Stanley Dancer drive the fastest (1:54:4) pacing stallion in the world, Albatross, at Saratoga. Fifteen years later, while living there, I produced a television segment on possibly the finest pacer of the 20th century, his son, Niatross, whose 1:49 time trial was called "truly epic" by Dean Hoffman, former editor of U.S. Trotting's Hoof Beats.

To call Saratoga Springs a horse lover's paradise hardly does it justice. It is living, breathing equestrian history, from its legendary flat and harness tracks, to its battlefields. The 1777 Battle of Saratoga, at Freeman's Farm and Bemis Heights, was a turning point in the American War of Independence, and horses, such as General Benedict Arnold's own mount, gave their best -- and their lives -- there.

Just a horseshoe's toss from the racetrack is Yaddo, a 400-acre estate founded in 1900 by New York City robber baron Spencer Trask and his poet wife, Katrina. Left without immediate heirs following the deaths of their four young children, the Trasks bequeathed their private estate to Saratoga after Katrina Trask had a vision, and saw generations of talented men and women yet unborn walking the lawns of Yaddo, "creating, creating, creating." Yaddo offers residencies to professional artists from all nations and backgrounds. Collectively, Yaddo's guests have won 62 Pulitzer Prizes, 24 MacArthur Fellowships, 58

National Book Awards, 22 National Book Critics Circle Awards, 106 Rome Prizes, and a Nobel Prize .

Some believe its Italianate rose gardens and koi ponds hold mystical powers and have retained the spiritual vibrations of its predecessors. Before the Trask's opulent mansion was installed, the property belonged to Revolutionary War veteran and tavern-keeper, Jacobs Barhyte, whose guests, once upon a midnight dreary, included Edgar Allen Poe, said to have written at least part of "The Raven" there. The ghosts of two Trask children, and their mother, Katrina, are also said to haunt Yaddo and outbuildings neighboring the Graveyard of Champions.

Finally, no visit to Saratoga would be complete without a stroll through downtown Congress Park and the circa 1870s Canfield Casino, a national historic landmark. In 2008, the Saratoga Springs History Museum, located in the casino, celebrates its 125th anniversary, and offers floors of exhibits to explore.

If you'd prefer to remain outdoors on a beautiful June day, Congress Park's luscious flower gardens and ponds, gazebos, historic statues, and brick paths will invite you to commune with art and nature. My favorite spot was by the marble fountain fauns known as Spit and Spat, from whose mouths Saratoga's mineral springs spout, and if you want to indulge your inner horse lover, for fifty cents you can ride Congress Park's restored carousel.



From racehorses to painted ponies, spirits or high-spirited steeds, you are never far from horses or history in Saratoga Springs. Please come, and I promise, you too will be richer for the experience.

## AHP MEMBER SPOTLIGHT SUSAN HARDING



Susan Harding got her start with magazines when she joined Newsweek 30 years ago. The Northwestern University graduate with a Harvard MBA says she was drawn

to the politics as much as the publishing. “The combination of those two was really appealing,” said Harding. She enjoyed the challenges of a weekly news magazine for eleven years, though equestrian publishing proved to be a natural fit. Harding has been riding horses her entire life, even when she lived in the bustling metropolis of New York City. “I rode in Central Park for 10 years.”

Harding moved from Newsweek to join a growing Fleet Street publication called EQUUS. The magazine is now published by Source Interlink Media, along with Horse & Rider, Dressage Today, Practical Horseman and Arabian Horse World. Harding is Vice President and Group Publishing Director for the Equine Network magazines, whose monthly circulation exceeds 400 thousand. In addition, Equine Network’s web sites, EquiSearch.com. and Equine.com reach almost half a million users monthly.

“It’s a unique business,” said Harding of working with both consumers and advertisers. “It makes it a bit more challenging that you’re marketing the same product to two different groups.” She says her company stays current by always looking for new ways to communicate. For this reason, the web

has become an important compliment for Equine Network’s printed magazines.

Harding says it’s not simply web content for its own sake. “The web can enhance print.” She cites EquiSearch.com posting “how-to” videos on riding or handling a horse’s feet. Harding said the web can offer content not available through the magazines while preserving the publications’ credibility. She says this credibility is an important issue considering the proliferation of web sites featuring free content. “Some of it is really great,” she said. “It is one of the cool things on the internet.” But, Harding warns web surfers that some sites featuring free content may not be written by experts. This can be of particular concern with content about health or welfare—whether human or horse. Harding says it’s essential to get the best information from the most knowledgeable people. “What we always have prioritized,” she said “is knowing where information comes from.”

The web, however, is not just a resource for end consumers. “It’s also a new advertising vehicle,” said Harding. Though she says it’s difficult to find anything else in history like the internet, Harding sees similarities between it and cable television. “Cable made TV a much more targeted medium,” she said. Harding says web sites and pages are often specifically targeted, but also offer advertisers affordability not found in other media.

The affordability of web advertising, Harding says, is playing a role as advertisers feel the pinch of the

current recession. Regarding print ads, she says some advertisers “are pulling back or are slower to commit” and are being pushed towards the internet, perhaps more quickly than they would otherwise. Harding also recognizes today’s web savvy teens as potential agents for long-term change, taking with them a preference for digital media as they age into their 20s and 30s.

Despite the current trends, Harding sees longevity in the relationship between equestrian print magazines and their readers. “It’s hard to carry your computer to the barn,” she said, “And a lot of people would rather read something in print.” Harding says she’s encouraged by the veracity with which children across the globe can still consume the printed word. As evidence she cites the popularity of the Harry Potter books. “These kids amaze me,” she said. “These books are huge!”

Harding sees equestrian magazines remaining vital to horse owners, riders and others in the industry. “At least for the foreseeable future,” said Harding, “I see print as a necessary part of their learning process.”

*\* An interesting and sad note on Harding’s city stable: Claremont Riding Academy—located just two blocks from Central Park on West 89th Street—was said to be the United States’ oldest operating stable until it closed in May of 2007.*

## AHP MEMBER SPOTLIGHT ANGIE GRANDPRE



Though the accomplishment is hard to top, Angie GrandPre has come a long way since being AHP's student award winner in 1997. She's now the owner and publisher of Cowboy

Times, a regional, rodeo association-based magazine distributed in Texas, New Mexico, Oklahoma, Kansas and Colorado. "When I won the AHP award, it was a great experience. At the seminar in Vail, Colorado, I was overwhelmed with all the attention I received and the contacts I made." GrandPre's interests in journalism and graphic art naturally drew her to publishing and helped her choose her path through higher education. GrandPre earned her "publishing-friendly" degrees in graphic art and journalism/print media, but her teaching certificate led her to a very different career: teaching junior high school math.

Though she was four years into a teaching career, a solid return to publishing was in the cards. Cowboy Times went up for sale in late 2003. GrandPre left the classroom to take over the magazine, and was soon wearing several different hats. "In an instant, I became publisher, editor, designer, salesperson, collector, janitor, etc. for Cowboy Times," she said. When GrandPre took over the publication, it had been "retired" for a few months, which presented some challenges. Readers and advertisers weren't sure that Cowboy Times was here to stay. "Because of the two-plus-month lag, it took nearly a year to let everyone see that I was serious."

*"I believe that as our readership's generation changes, we must also change,"*

Though it's been four years since GrandPre took the helm at the Cowboy Times, the job has kept its excitement. "A typical day for me includes all the duties from all aspects of the magazine business. It is a challenge, keeps me on my toes and I love it!" This includes serving as the magazine's webmaster. GrandPre says [www.cowboytimesnews.com](http://www.cowboytimesnews.com) is an essential part of her publication. "I believe that as our readership's generation changes, we must also change," she said. "Many readers are driving down the road and need an 'in-hand' version, but they also want to look up the most updated information online." The Cowboy Times web site has links to the 10 associations that currently use the magazine to reach their membership, as well as classified ads and schedules of upcoming rodeos, team ropings, calf ropings and clinics. GrandPre makes sure the site and magazine feature the most up-to-date information about rider results and standings. She knows, however, that it's not just competition updates that keep Cowboy Times fresh and current.

GrandPre has big plans for the web site and the print magazine. Though she already has two degrees, GrandPre is currently enrolled in courses to hone her skills with her magazine's circulation software and design software. Another course on web design awaits her in the fall. "I have a lot of great ideas in my head," GrandPre said, "but haven't really gotten them out yet! She acknowledges that being responsible

for every aspect of the magazine is a challenge. Hiring help is an option, though GrandPre says she's a hands-on person, often preferring to do all the work herself. Even with the load of responsibilities, she is still dedicated to riding barrel horses as well as producing barrel racing competitions with her husband. In 2007, their annual "Christmas Cash" race in Amarillo had over 400 entries.

But, GrandPre said the rest of her hobbies will have to wait while she focuses on making Cowboy Times the best it can be. "I just have to find ways to keep motivated!" she said. "I am my own boss and sometimes I feel like if I had someone looking over me at all times, I would get more work done! I work out of my house and sometimes I spend too much time doing 'home' things. Just like right now, I have laundry in the washer..."

Even with the rising costs of printing and postage, GrandPre is looking forward to a healthy future for her print magazine. "My father used to say 'you have to learn to ride the roller coaster,'" she said, "And sometimes, that is truly what it feels like."

**Cowboy Times.**

## AHP NEWS

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Jerry Goldberg, former owner of the Horsetrader, died peacefully in his sleep at his home, South Farm in Middlefield, Ohio, on Tuesday, August 14, 2007. Jerry grew up in Cleveland Heights, Ohio and started riding horses at the age of 12. After serving in the U. S. Navy in World War II, he bought his first horse, a mustang named Stormy, which launched his career as a horse trader. A longtime member of the American Quarter Horse Association, he played a key role in introducing the Quarter Horse to Ohio. He was one of the founders of the Ohio Western Horse Association and the Quarter Horse Congress, and served as clerk at many prestigious Quarter Horse sales around the country. In 1960, he began the Horsetrader newspaper in the basement of his father's shoe store in Willoughby. He published the newspaper for nearly 40 years before selling the title to Cowboy Publishing Group. An avid horseman, Jerry purchased South Farm in 1972, converting the dairy farm to an equestrian center, and introduced fox hunting and three day events.

J. Michael Plumb has been nominated to the Olympic Hall of Fame. He is one of 18 athletes from across all Olympic disciplines to be nominated for induction into the U.S. Olympic Hall of Fame. He is the ONLY equestrian to be nominated, and if inducted will be the only equestrian inducted in the entire history of the U.S. Olympic Hall of Fame. Six athletes will be inducted in June of 2008 in Chicago, IL. Voting is open now, please be sure to cast your vote for Mike today. [http://www.usolympichalloffame.com/?page\\_id=30](http://www.usolympichalloffame.com/?page_id=30)

### NOMINATIONS BEING ACCEPTED FOR THE 2008-2009 AHP BOARD OF DIRECTORS

Two three-year terms for Directors will be available for the 2008-2009 Board of Directors. Publication or Affiliate members are eligible to serve as a Director. If you are interested in being considered or wish to nominate someone, please contact Nominating Committee Chairman Dean Hoffman at [communications@yahoo.com](mailto:communications@yahoo.com) or AHP Executive Director Chris Brune at (386) 760-7743; e-mail: [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com).

Board members must be willing and able to attend meetings and actively participate in association activities and committees. Please state why you would like to be considered for nomination, how long you have been involved with AHP, and any committees and/or activities that you have participated in. Only one representative from a publishing company, organization or association may serve as a Director at one time. Corporate and Student members are excluded from holding office.

Elections will be held at the AHP General Membership Meeting scheduled for Saturday, June 21, 2008, at 1:30 p.m. at the Saratoga Hilton, Saratoga Springs, New York during the AHP Break from the Gate in 2008 Seminar.

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### AWARDS CONTEST RACES TO THE FINISH LINE

They're off! Off my desk and off to the judges...all one-thousand, ninety-two entries in the largest contest ever.

The AHP annual awards contest creates hours of work and lots of anticipation, second only to the AHP annual seminar. And they both come to a dead heat in June.

This year, Ellen Kiser demonstrated why she won the 2007 Chris Brune Spirit Award by going the distance with me to process all 1,092 entries within one week's time at the AHP office in Daytona.

The field of entries is different every year. The submissions in each class are unique to material published in 2007 and reflect the events and people that made news in the equine world during that year.

The 105 member participants represent familiar names as well as fresh faces. Who will make it to the Finish Line? Notification letters will be mailed to finalists in early May, but the results won't be announced until the Awards Presentations on June 21 during the "Break from the Gate in 2008" seminar in Saratoga Springs, New York.

Good luck to all this year's contestants.

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### ANNUAL EQUINE INDUSTRY VISION AWARD WINNER SELECTED FOR 2008

Pfizer Animal Health and American Horse Publications are proud to announce that a winner has been selected to receive the 2008 Equine Industry Vision Award. Sponsored by Pfizer Animal Health, the award is intended to recognize innovation, leadership and service. All of the 12 nominees this year were outstanding examples of these qualities.

AHP NEWS CONTINUED

The Equine Industry Vision Award Committee reviewed nominations and the list of nominees was narrowed to six finalists. The committee selected the following finalists (listed in alphabetical order): G. Marvin Beeman DVM; Charlotte Brailey Kneeland; Louisiana State University Equine Health Studies Program; Matthew Mackay-Smith DVM, Sally Swift, and Linda Tellington-Jones.

The remaining six nominations represented a spectrum of inspiring individuals within the equine world and included: Stacy V. Bearnse, Patti Colbert, Cherry Hill, Debi Metcalfe, Neva Kittrel Scheve, and Richard Shrake.

The official announcement and presentation of the award will be made at the Equine Industry Vision Award Breakfast on Friday, June 20, 2008 during

the AHP "Break from the Gate in 2008" Seminar in Saratoga Springs, New York.

New for 2009, all non-winning nominees, including finalists, must be re-nominated.

NEW ORLEANS SELECTED AS SITE FOR 2009 AHP ANNUAL SEMINAR

The Board of Directors has selected the New Orleans Marriott at the Convention Center as the site for the 2009 AHP seminar to be held June 25-27, 2009. The hotel is located in the Warehouse District within walking distance of the French Quarter and many attractions, restaurants and shopping.

AHP ONLINE MEMBER DIRECTORY NOW OFFERS CATEGORY SEARCH

Looking for a freelance writer or an apparel/tack company? Members can now search the Corporate

and Affiliate member lists by category.

AHP maintains an online membership directory at [www.americanhorsepubs.org](http://www.americanhorsepubs.org) located under Membership. The online directory provides a list of members by type of membership such as Publication, Corporate, Affiliate, etc. Clicking on a member's name takes you to their contact page.

Now, we've taken the directory to a new level by adding the ability to search on a category within the Corporate and Affiliate member lists.

Webmaster Christy West created the search with assistance from the AHP Category Committee who developed the lists of categories.

If you are a Corporate member who has no categories listed, then you need to select one and e-mail your choice to Chris at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com).

**NEW MEMBERS FOR 2008**

To access contact information, visit the AHP online membership directory.

**Publication Members**

- Arabian Horse Times
- Belgian Review
- Fjord Herald
- Quarter Horse Track Magazine
- The Equine Herald
- Western Shooting Horse

**Electronic Publications Members**

- LocalEquineServices.com
- USHorse.biz

**Corporate Members**

- 365 Marketing Force, Inc.
- Arenus
- Equilite, Inc.
- Equisupplies
- eZall Technologies LLC
- HorseTV Channel
- Kerrits Equestrian Apparel
- LaRen Stud
- Ontrack
- Signature Leather Ltd.
- SpectraVET
- Times Printing Company
- Troxel, LLC

**Nonprofit Members**

- American Equestrian Trade Association, Inc. (AETA)
- Finger Lakes Thoroughbred Adoption Program (FLTAP)
- International Equine Business Alliance (IEBA)
- Mustang Heritage Foundation
- Purebred Arabian Trust
- Three Phase Event, Inc.
- Washington International Horse Show, Ltd.

**Affiliate Members**

- Kristy Badger
- Blair Barbieri
- Ryan Bell

**Affiliate Members cont'd**

- Rick Capone
- Sonja Cassella
- Rossana Figuerola
- Elisabeth Gilbride
- Jennay Hitesman
- Dean Hoffman
- Paul Ivanushka
- Connie Lechleitner
- Jessica Lynn
- Deborah Lyons
- Carien Schippers
- Irene Stamatelakys
- Tobi Taylor
- Dora Trillo

**Student Members**

- Cassandra Benz
- Katie Killmeyer
- Rebecca Lippert
- Jessica O'Daniel-Dudick
- Leslie Potter
- Kaitlin Stewart
- Bana Varnon
- Katherine Wimberly
- Meredith Woods
- Jessica Woodward

## HORSE RACING HITS THE BIG SCREEN FIRST SATURDAY IN MAY



Dear Horse Enthusiast:

With the Triple Crown races fast approaching, we want to make sure you know about a unique documentary film that will be shown in more than 20 theaters over the next few weeks.

The award-winning film is called "The First Saturday in May," and it features a captivating, behind-the-scenes glimpse of six trainers and their horses as they take aim on the 2006 Kentucky Derby. Barbaro is one of those horses.

The film, produced by John and Brad Hennegan, has won numerous awards and rave reviews at film festivals throughout the country. It opened in 20 theaters Friday, April 18.

In a generous gesture to "give something back to the industry," the Hennegan Brothers have decided to donate 25 percent of box office revenues to Grayson-Jockey Club Research Foundation, a worldwide leader in equine research.

To see a short preview of the film or to get additional information, including an up-to-date list of theaters and starting dates, visit [www.thefirstsaturdayinmay.com](http://www.thefirstsaturdayinmay.com) or <http://www.grayson-jockeyclub.org/tfsim.asp>.

We hope you get the chance to see the film and that you will tell your family, friends and other racing fans about it.

Signed,  
*Jay Hickey*  
*President*  
*American Horse Council*

## TECH TIPS PHONE CALLS FOR FREE

BY: JEREMY W LAW, EDITOR

There's a lot of technology available, but picking out what's most useful can be difficult. I want to be sure you know about the affordable and indispensable gadgets and programs. I'm writing about the tech stuff your friends should have told you about.

One of the things they should have told you about is how to make free calls to people anywhere in the world. The cost of even occasional long-distance domestic or international phone calls can quickly add up. This is not your parents' telephone we're talking about. The technology is called "voice over internet protocol" or VoIP for short. For most VoIP users, it means making your voice calls by using an internet connection and your computer, instead of a telephone. The technology has been around for years, though surprisingly many people have never tried it.

This would be a great place to tell you, first, that your VoIP connection relies on—and is only as good as—your connection to the internet. If you are using dial-up, VoIP isn't an option for you. Being hard-wired to your connection is ideal, though I've relied on a wireless data card for my internet for the past year and my VoIP connection has been just fine. Second, while many users (like me) rely on their computer's speakers and built in microphones for their internet calling, a headset can greatly improve the call quality. An internet search for "VoIP headsets," "computer headsets" or even "computer gaming headsets" will yield enough results for you to make some price comparisons. The alternative

is a visit to your local electronics or computer store. Prices range from \$15 dollars to nearly \$300.

There are numerous programs available for placing and receiving internet calls, though, due to the ease of use and sheer numbers of users, one particular program stands out: Skype. At <http://www.skype.com>, click on "Use Skype" to review the program's features. Nearly every page on the Skype web site features a "Download" button for when you decide you want to download the program. If it doesn't take you to the version that matches your system, you can select "Windows," "Mac OS X" or several others from the navigation bar on the right.

Because Skype has so many users (276 million, according to their website) it's possible the person with whom you want to speak already has the program. If not, you can tell them what they need to do to get it. Besides the free Skype to Skype voice calls, you can make free Skype to Skype video calls if you and your friend have web cameras. When email is too cumbersome, you can also use Skype to exchange instant messages or even send documents, pictures, videos or most other files. Visit <http://www.skype.com/allfeatures/> to see the complete list of features.

Skype offers some additional services for reasonable rates—among those are calls to land lines or cell phones around the world. Visit <http://www.skype.com/prices/callrates/> to see their call rates.



## HUMOR TALES FROM THE HOME OFFICE

BY: JEREMY W LAW, EDITOR

It's not always easy for some of us who work part- or full-time from home. I say "some" because I know a few people for whom it's a perfect arrangement. These individuals are not distracted by their familiar surroundings. They rise early, shower, and dress in clean clothes before powering through a quick breakfast on the way down the hall to their offices.

If you are like this, then yes, you are a vastly superior being and your routine stands in stark contrast to mine. I get up, but it's a struggle. I manage to brush my teeth, but a shower and shave are out of the question. I end up in the kitchen wearing the shorts and tee-shirt I slept in. I scramble some eggs with cheese while the bacon sizzles and the coffee maker sputters. I arrive at my desk, breakfast plate in hand, looking like a sleepy but well-fed hobo. Fortunately, few people have to see me. I'm roughly on time, though for someone who is a freelance writer and editor, "on time" is a strange term to use. I have clear deadlines, but my work can be (and is occasionally) done in the middle of the night and (often) on weekends.

I correspond with people almost exclusively via a constant stream of e-mails and phone calls. This is both good and bad. Never does a co-worker install him- or herself in the doorway, distracting me with mindless banter. Also, I don't have to listen to someone else's phone call from over the walls of a cubicle. On the other hand, my interaction with other people is minimal. I get way too excited when the UPS delivery person shows up. Let me tell you, most of them don't appreciate being hugged. These days, the delivery truck doesn't even stop in our

semi-circular driveway. It slows down just enough for the driver to throw out the package before returning to the street.

I realized some time ago that I needed to get out of the home office more often. I often visit with friends or family on the weekends, but going five or six days with minimal human contact is still pushing it. The problem can be exacerbated by the presence of animals. My wife and I have cats, dogs and horses. You cannot trust them to tell you when to shave, or that, after a significant decrease of incoming phone calls, you've forgotten how to speak English. If I go a full week with only the animals around, I'm unshaven and mumbling with a mild case of carpal tunnel syndrome. If you're like me, don't despair, there are some functional ways to alleviate the "home-office lonelies." The following measures require that you shower, shave (if applicable) and dress in appropriate, clean clothes. Even if they're freshly-laundered, pajamas are not appropriate... unless they're one-piece, "footy" pajamas. Those are so grossly inappropriate that they represent an alluring mix of nostalgia and avant-garde fashion. Depending on where you live, you could start a new clothing trend! But, I digress.

I try to pick a day that's going to be light on phone calls and spend part of it in a local coffee shop. Many places have comfortable chairs, wireless internet and free refills. I eat before I go and usually bring along a sandwich or protein bar. Even though they may be "expensible," those chocolate chip scones and macadamia nut-crust lemon bars start to add up after five or six of them. Also, I don't recommend

*HUMOR CONTINUED*

talking to every single person who enters the coffee shop, but if a conversation begins organically, go with it. We need all the help we can get.

Another loneliness-fighting measure is a mid-week dinner date with your significant other and/or some friends. It's usually easy to arrange meeting at a local, affordable restaurant, or to organize a potluck dinner. Whatever your destination, work a full day and leave the office promptly at quitting time. If you're so inclined, do have a glass of wine. Don't, however, make or order any beverages that have to be drunk from a giant porcelain volcano, or chugged after being set aflame. Remember, this measure is meant to enhance your work week, not completely derail it.

If these measures are not your style because you are saving up for a fancy desk chair or new computer software, I can offer a loneliness-buster with unrivaled affordability. Simply put on khakis and your favorite red shirt, and get yourself to the nearest mega-store, sporting a trademarked bull's eye. Install yourself in a section of the store without its own counter or register. The cookware aisle or would be a good place, or perhaps you're more of a shoe person. Take stock of your new domain: learn the selection and which items are on special. When shoppers enter your area, offer to help them select the most appropriate, non-stick pan, or locate their size in some new summer footwear. Don't you think flip-flops are nice?

Did I mention this option also offers the opportunity of a lifetime ban from your local, mostly red, mega-

mart? An added bonus is the possibility of jail, which is free if you subtract court costs and fines. (You can't expense those—I have...er, a friend who tried.) Fortunately, you will find other people in jail. Unfortunately, some of them may speak to you, at length, about absolutely nothing. On the other hand, one person who might yell a lot at first, but then remain silent for a period of weeks is your significant other. Some significant others really get bent out of shape when they have to post your bail, especially if they enjoyed shopping at the big red store.

On second thought, maybe we should just stick with the coffee shops and the mid-week dinners. We'll talk later. I've got to go finish some work for a client—and change out of this red shirt.



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**MEMBER GALLERY**

“What would we find in your office that would surprise everyone?” was the question put to AHP members earlier this month. The enthusiastic responses poured in. We received a lot of pictures of members' feline and canine office helpers, along with descriptions of many unique and valuable equestrian collectables. I will add here that you should avoid annoying Sue Brown, the product manager at Destron Fearing in St. Paul, MN. She keeps a loaded Nerf gun in her office.

The most surprising office item? Well, there were actually two—in the same office! Fran Jurga, the publisher of Hoofcare & Lameness, Journal of Equine Foot Science, has an anvil (pictured below) and an outboard motor in her office. We've been assured the anvil still works, though we may have to wait a few more weeks to test the outboard on the water near Fran's office in Gloucester, MA.

For the next issue, we're looking for pictures of any antiquated equipment (say that ten times fast) that you still use. Maybe part of your work relies on a nineteenth-century hand press, a 1960s “copyphone,” or a little Apple IIe. We'd love to see what you have! Send along your images to Jeremy Law at [jeremy@360marketingsolutions.com](mailto:jeremy@360marketingsolutions.com).

