

*member spotlight*

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*ahp news*

AHP Seminar in New Orleans  
*more reasons to attend*

**president's message**

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

*APRIL 2009*



## **AHP FOR THE RECORD** APRIL 2009 ISSUE

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For more information on AHP or any of its programs, contact

**AMERICAN HORSE PUBLICATIONS**

49 Spinnaker Circle South Daytona, FL 32119

PHONE 386.760.7743 FAX 386.760.7728

E-MAIL AHorsePubs@aol.com

WEB SITE [www.americanhorsepubs.org](http://www.americanhorsepubs.org)

## **PRESIDENT'S MESSAGE** OUR BUSINESS IS YOUR BUSINESS

BY: JENNIFER BRYANT, PRESIDENT

A lot of you are probably trying to decide whether you can justify spending the money to attend next month's AHP seminar in New Orleans. Many travel and expense budgets have been cut. We sole-proprietor types have a hard time coming up with seminar money if our income streams have abated.

If you're forced to choose, why choose AHP? I'll answer my own rhetorical question with another question: Do you want to be one of the survivors of this economic downturn?

All of us in the publishing and media fields knew, prior to this recession, that our industry is undergoing rapid change—but some entities felt the pain more than others, and a number continued to operate as business-as-usual, more or less. Then times really got tough, and the subsequent belt-tightening has forced everyone to realize that the traditional model of publishing no longer exists. The new technologies and altered methods of media consumption were there all along, but now we understand that we must learn to embrace them and make them work for us or our businesses may fail to survive. Call it a twist on the academic "publish or perish" notion.

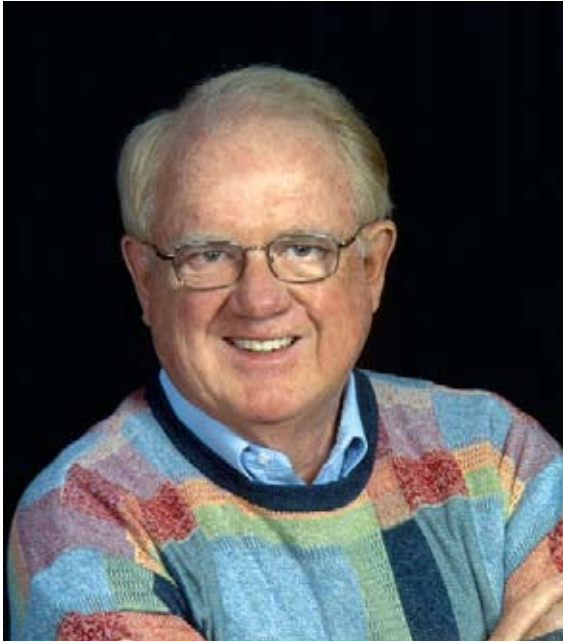
The 2009 AHP seminar is geared toward giving you the tools you need to adapt your business model and to make the world of online publishing work for you. Every publisher, marketer, and advertiser needs to know where the money is and how to get it. Every editor and designer needs to know how to satisfy media consumers' rapidly changing needs and expectations. And every freelancer needs to know how the purchasing of content is changing and how to structure their submissions to meet changing editorial criteria. Think you're just a writer and

don't need to know about things like search-engine optimization? Well, think again, because your editors and publishers care about those things; and if you show no interest in adapting your business methods to the industry's changing needs, then you're going to get passed over in favor of those content providers who do change with the times.

I want my own business to survive, and to that end, my professional tool kit needs some augmenting. I consider this year's AHP seminar—even more so than usual—a necessary investment for the future health of my career. I hope to see you in New Orleans.



## AHP MEMBER SPOTLIGHT FRANK LESSITER



**AMERICAN  
FARRIERS JOURNAL**

Frank Lessiter is the Editor and Publisher of *American Farriers Journal* and the Chairman and Editorial Director of Lessiter Publications. Lessiter Publications has three divisions with numerous magazines, web sites, newsletters, books, management reports and two international conferences—one in its 17th year. Lessiter also served as AHP President from 2002 to 2003.

Lessiter Publications can be reached at 800-645-8455 (U.S. and Canada only), 262-782-4480 or at [www.lesspub.com](http://www.lesspub.com). *American Farriers Journal* can be found at [www.americanfarriers.com](http://www.americanfarriers.com).

### *You come from a family with a rich, generations-long agricultural history. What drew you to publishing?*

I was the first male in six generations to leave our family's Centennial Farm. My mother was an English teacher who got me turned on to writing and a neighboring farmer launched my photography interests.

Michigan State University didn't have an ag journalism school, so I majored in dairy science. My advisor let me, as a senior, take my electives in the journalism school. Then I worked for 3 years as a PR guy for the Cooperative Extension Service before getting hooked on magazines.

I edited the Massey-Ferguson company magazine, served as editor of a beef cattle and hog magazine, started *No-Till Farmer* at Reiman Publications where I eventually became Executive Vice President. My wife, Pam, and I bought two magazines from Reiman in 1981 and went out on our own.

Today, we have three divisions (equine, agriculture and sports) with seven magazines, three newsletters, two international conferences (1,600 total attendees in 2009), four web sites, 30 books and more than 125 special management reports. Three magazines have free circulation while the rest of the magazines and newsletters are paid.

### *How is it to marry millennia-old subjects like farming and farriery with new technology such as streaming videos and online forums?*

We're in narrow niche markets and deliver what people need to be successful. Some of our markets have been quicker to adapt to the latest forms of informational technology than others. We just hired a seasoned media guy to push us faster into new technology areas.

### *How did American Farriers Journal join your family of publications?*

We sold a rural construction magazine in 1989 and were looking for something to buy. We spent a couple of years finding the right fit and purchased *American Farriers Journal* in 1992. With an ag background, we figured the farrier business was a close relative and we could handle it.

Over the years, we've bought nine magazines and newsletters, sold three magazines, started three publications and launched two international conferences. Our key to success has been to never think that we know more than our readers.

### *How has the economy affected your publications?*

Not as much as for many other publishers. It's because of our emphasis on being the number one information resource player in each niche market we serve.

For 2009, we've expanded two titles with more issues and supplements in the ag area. We're about to announce a new idea in the equine footcare field.

In our sports division, we've switched a 6-times a year paid basketball coaching newsletter to a successful format that includes three magazines and three newsletters for high school, college and professional coaches. We've just mailed the second issue of a brand new four-times-a-year basketball magazine for volunteer coaches. We recently purchased *Coach and Athletic Director* magazine from Scholastic in New York City (an educational magazine publisher and U.S. distributor of the Harry Potter books) that comes out 10 times a year.

## MEMBER SPOTLIGHT - CONTINUED

Since January, we've added five new staff positions so we're now writing 27 paychecks. And for 2009, we've added 16 issues to the 49 deadlines we already had.

Our son, Mike, is back running the company as president and deserves much of the credit for our profitable growth. He grew up in the family's publishing operation, then spent 10 years as editor and publisher of the world's largest foundry magazine before coming home.

For a number of years, our company goal has been to launch a new project every year and not be willing to sit still.

### *Has AFJ been affected differently than your agricultural or sports publications?*

Like most in the equine field, it's been tough to maintain sales. Ag had a super year for us in 2008 yet there is some concern for 2009. The sports titles don't seem to be affected as much.

### *What do you believe to be the future of publishing?*

For us, success will mean staying in extremely narrow niche markets and finding new ways to meet reader needs. I don't see print going away in the niche markets we serve, but we definitely need to reach people with essential information in different ways.

We've taken on two magazines that were hit with enormous amounts of overhead and a lack of editorial and advertising sales efforts by major publishers. By delivering needed editorial and marketing care, we've made them work. We'll be looking for more of these gems as big publishers continue to reduce their number of titles.

## AHP NEWS

### AHP BRINGS LEADING EXPERT ON INTERNET MEDIA STRATEGY TO NEW ORLEANS



Don Nicholas is a popular media consultant, author, editor, motivational speaker and media entrepreneur. He is a leading expert on internet media strategy. *The Newsletter on Newsletters* has dubbed him "a publisher's publisher" and the Specialized Information Publishers Association (SIPA)

calls him one of "America's leading experts on website publishing strategy."

Since 1994, Don and his team have helped design, launch and optimize dozens of America's most successful internet marketing systems. Nicholas is Managing Director for Mequoda Group and the firm's lead media strategy consultant. Over the past 30 years, he has guided the media strategy for hundreds of companies in the areas of content development, information product design, marketing, economics, mergers, acquisitions and organizational development. He has a talent for identifying new media business opportunities and creating media strategies to pursue them.

Nicholas has led hundreds of educational programs for leading universities, trade associations and corporations on media strategy, information technology and management in the United States, Canada and Europe. Thousands of marketing and media industry professionals have attended his programs including his most popular seminar and workshop, "Making Money Online." Don also leads the bi-annual, two-day Mequoda Summit which explores current best practices for media strategy, internet marketing and website design.

Don will present "**Making Money Online**," a six-part series for publishers, editors, business owners and freelancers who want to market their publication, product or content to the online world. Don't miss your chance to learn the key concepts and strategies for capturing more readership online and ultimately profiting from the web. As a freelance writer, knowing how to write for SEO can put you high on an editor's list of freelancers.

#### Friday Sessions

**1:30 to 3:00 p.m.**—Online Market Analysis

**3:30 to 4:30 p.m.**—Search Engine Optimization (SEO)

#### Saturday Sessions

**9:00 to 10:30 a.m.**—Website Conversion Architecture

**11:00 a.m. to 12:00 p.m.**—Online Content Management

**2:00 to 3:00 p.m.**—Email Newsletter Marketing

**3:30 to 4:30 p.m.**—Business Plan Development

For a description of the "**Making Money Online**" sessions and a full biography on Don Nicholas, go to [http://www.americanhorsepubs.org/programs/seminars/files/2009/guest\\_speakers.asp](http://www.americanhorsepubs.org/programs/seminars/files/2009/guest_speakers.asp)





### JOIN FELLOW MEMBERS IN NEW ORLEANS IN JUNE

The AHP "Free Rein in The Big Easy" Seminar will be held on June 25-27, 2009 in New Orleans. The focus of this year's seminar will be on revenue building as well as positioning your publication or business to survive difficult economic times. New Orleans offers AHP members a unique opportunity to learn and network in a city that knows all about surviving the worst. It takes courage to think beyond the current economic downturn to position your publication or business for success in the future. It takes staying in touch and sharing our experiences to help us get through tough times. The AHP Seminar in New Orleans will provide attendees with ways to move forward in equine publishing.

And New Orleans is well known for its lively parties, great jazz and good food. Maybe we all need to lift our spirits and let the good times roll.

### Make your hotel reservations by May 26, 2009

Hotel headquarters for the AHP seminar is the New Orleans Marriott at the Convention Center, a legendary riverfront hotel located in the Warehouse & Arts District, across from the Convention Center and Port of New Orleans. The hotel is within walking distance of the French Quarter, Harrah's Casino and many shopping and dining establishments. Housed in a renovated cotton mill built in the 1800s, the New Orleans Marriott at the Convention Center has 331 spacious guestrooms and suites, a rooftop swimming pool, fitness center and Starbucks Coffee Shop.

The AHP Hotel Group Rate is \$159 Single or Double, \$20 additional person. Online room reservations are now available. AHP members can click on the link below to make reservations. You will be directed to the property's home page with the code already entered in the appropriate field. All you need to do to begin the reservation is enter your arrival and departure dates and your Marriott Rewards account number if you have one. Members can also make their reservation by calling 504-613-2888 and asking for the American Horse Publications block. Cutoff date for reservations is May 26, 2009.

For Marriott reservation information visit:

<http://www.marriott.com/hotels/travel/msymc?groupCode=AHPAHPA&app=resvlink&fromDate=6/18/09&toDate=7/18/09>

### Need airport transportation to the hotel?

The New Orleans Airport Shuttle is the official seminar airport transportation from the Louis Armstrong New Orleans International Airport to the New Orleans Marriott at the Convention Center. A link will be posted to the AHP website which will provide AHP members with a \$2 discount off roundtrip transportation of \$30. Or for 2009 AHP Seminar Discounted Airport Transportation with Airport Shuttle visit <http://airportshuttleneworleans.hudsonltd.net/res?USERIDENTRY=AHP609&LOGON=GO>

For more information on the schedule, registration and activities on the AHP "Free Rein in The Big Easy" Seminar, go to <http://www.americanhorsepubs.org/programs/seminars/index.asp> or contact Chris Brune at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com).

### CARNIVAL DU CHEVAL CELEBRATES THE SPIRIT OF MARDI GRAS, THE LOVE OF THE HORSE, AND THE FUTURE OF EQUINE PUBLISHING

"Carnival du Cheval" is the theme of this year's Student Award Party, where attendees will be encouraged to adorn colorful beads, masks and boas to celebrate AHP's version of Mardi Gras. A free seminar registration to the 2010 AHP Seminar in Lexington, Kentucky will be raffled at this event. The Student Award Party is sponsored by Pfizer Animal Health with a reception co-sponsored by AQHA publications, *America's Horse*, *The American Quarter Horse Journal* and *The American Quarter Horse Racing Journal*.

All AHP members are encouraged to donate items which will be on display for bidding from 10:30 a.m. until 6:00 p.m. on Friday. Any donation is welcomed, but New Orleans-themed items or horse-related products, merchandise, attire and gifts are appreciated. An auction pledge form is available online [www.americanhorsepubs.org](http://www.americanhorsepubs.org) or by contacting Chris Brune at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com)

To request information about any of AHP's student programs, please contact: Chris Brune, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119; (386) 760-7743, e-mail: [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com). Information and forms are also available online at the AHP web site at [www.americanhorsepubs.org](http://www.americanhorsepubs.org).





## AHP SELECTS THREE STUDENTS AS 2009 TRAVEL AWARD WINNERS



In 2009, AHP expanded the Student Award Contest to include up to three \$750 travel awards to attend the AHP seminar in New Orleans, Louisiana on June 25-27, 2009. The three lucky and talented students who will be traveling to New Orleans will have an opportunity to meet leading equine publishing professionals and discuss career possibilities during the three days of educational sessions and related activities.

### The three Travel Award winners for 2009 are:

**Laura Pepper**, a sophomore at the University of Kentucky majoring in Journalism and Spanish, is interested in the Thoroughbred racing industry. She has traveled to 17 different racetracks across the nation and in two other countries, two Thoroughbred training tracks, the North American Racing Academy, eight farms and numerous Thoroughbred sales. During this time, she has significantly increased her knowledge of horse racing, becoming acquainted with and befriending owners, trainers, jockeys, exercise riders and grooms. In preparation for a career as a sports journalist and photographer for the Thoroughbred horse racing industry, she has interviewed many of these individuals since the age of 12. These interviews and her

numerous racetrack photographs resulted in articles on the horses and people in the industry, written in both English and Spanish.

At age 18, she worked as a contributor for *The Special at Keeneland* and as a staff writer for *The Saratoga Special*. She worked for *The Thoroughbred Times* as an advertising intern and now works there as an editorial intern. She hopes to earn a full-time position with *The Thoroughbred Times* after graduation and eventually build her own photography business.

Laura is the daughter of Carol and Kenneth Pepper of Stow, Ohio.

**Erica Larson** is a junior at Michigan State University majoring in Journalism with external specialty in Animal Science. She recently interned with the USEA and has continued to work with them while at college, having her articles and photography published in *Eventing USA* as well as on the USEA website. She is also a contributing journalist for *Warmbloods Today* and had a feature article published in their premier issue. She has received an offer from USEA to work for them after graduation and is thrilled about that proposition.

Horses have been in her blood since she was five years old, winning her first blue ribbon at age seven and acquiring her first horse at age ten. This year she plans to compete in USEA-sanctioned events, hoping to qualify for the Championships in September. Erica is an ARIA certified instructor and enjoys working with young horse lovers.

She is the daughter of Keith and Deborah Larson of Howell, Michigan.

**Jennifer Lynn Whittle** is a senior at University of Kentucky majoring in Community Communications and Leadership Development: Agricultural Communications with a minor in Animal Science. She was born on a small horse farm in Anderson County, Kentucky, where her family raised Appaloosa horses for showing. Being brought up in this environment provided her with one-on-one experience in management of health, feeding, breeding and training programs.

Her interest in publishing was sparked by her involvement in a local 4-H club where she was responsible for publishing the club newsletter. From there, she became interested in building websites and began working for eXtension HorseQuest, where she learned a countless number of skills. Those lessons inspired her to develop her family's farm website. After it was published, she was encouraged by her peers to develop websites for other local organizations and farms.

When she began college, she was focused strictly on equine journalism, but with her background experience with the web, she feels compelled to be more involved in the web journalism aspect of the equine publishing field, which she believes is growing more popular every day.

Jennifer is the daughter of Mitch and Annette Whittle of Lawrenceburg, Kentucky.

The three travel award winners will be interviewed at the New Orleans seminar and one student will be selected as the 2009 Student Award winner. The Student Award winner will win a cash award of \$1,000 plus an all expense paid trip hosted by Publishers Press to one of their Two-Day Customer Education Seminars in Louisville, Kentucky, to have a unique experience to learn the printing process. The 2009 Student Award winner will be announced on Friday, June 26, 2009 at the Student Award Party held during the AHP Seminar in New Orleans.

## 8TH ANNUAL EQUINE INDUSTRY VISION AWARD WINNER SELECTED FOR 2009

Pfizer Animal Health and American Horse Publications are proud to announce that a winner has been selected to receive the 2009 Equine Industry Vision Award. Sponsored by Pfizer Animal Health, the award is intended to recognize innovation, leadership and service. All of the 14 nominees this year were outstanding examples of these qualities. In 2009, all prior non-winning nominees, including last year's finalists, had to be re-nominated.

The Equine Industry Vision Award Committee reviewed nominations and the list of nominees was narrowed to four finalists. The committee selected the following finalists: the Certified Horsemanship Association (CHA), Equestrian Land Conservation Resource (ELCR), Charlotte Kneeland, founder and director of the American Riding Instructors Association; and John Nicholson, executive director of the Kentucky Horse Park.

The remaining 10 nominees included: Marianne Alexander of PersonalPonies.org; Michael Blowen of Old Friends and Dream Chase Farm; Patti Colbert of Mustang Heritage Foundation; Equestrian-Network.com aka EquestrianSingles.com; Finger Lakes Thoroughbred Adoption Program; Cherry Hill, author; Robert Miller, DVM; Terry Nowacki and Equine Scent Detection; Neva Kittrell Scheve, author, designer, clinician; and Jochen Schleese, certified master saddler and saddliffitter.

The winner has been notified to allow for travel arrangements. However, the official announcement and presentation of the award will be made at the Equine Industry Vision Award Breakfast on Friday, June 26, 2009 during the AHP "Free Rein in The Big Easy" Seminar in New Orleans, Louisiana. 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.

Previous recipients of the Equine Industry Vision Award are Alexander Mackay-Smith in 2002, Don Burt in 2003, the American Quarter Horse Association in 2004, John Ryan Gaines in 2005, Stanley Bergstein in 2006, David O'Connor in 2007, and Sally Swift in 2008.



### FROM THE JUDGE'S VIEW

Ever wonder what the AHP Award Contest Judges thought about the competition? How does the equine industry rate in the publishing world? Here are a few of the general comments from several of this year's 25 judges.

- *This was a great deal of fun and it's nice to see some truly talented people creating publications about a subject for which they clearly have passion.*
- *I have marked all the places, but believe me, it was not an easy task. These are good, most of them very good. I tried to give advice/ideas where I could, but, again, most of them*

*were so well done it was hard to do. Probably, the only general comment is that several of the stories begin slowly when there is excellent material down in them that could have been used higher up to give them greater strength.*

- *So many good stories—both news and features—made deciding which few were the best almost impossible.*
- *As usual, it was a challenge.*
- *The under 20,000 was a very tough class! Lots of very good entries.*
- *There was a very high quality to the articles this year.*

## NOMINATIONS NOW ACCEPTED FOR THE 2009-2010 AHP BOARD OF DIRECTORS

One three-year term for a Director will be available for the 2009-2010 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 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 or a nominee should be considered for nomination, how long you

or the individual have been involved with AHP, and any AHP committees and/or activities that you or the individual have participated in. Only one representative from a publishing company, organization or association may serve as a Director at one time. Corporate, Website, College/University and Student members are not eligible to serve as Board Members.

Elections will be held at the AHP General Membership Meeting scheduled for Saturday, June 27, 2009, at 1:30 p.m. at the New Orleans Marriott at the Convention Center during the AHP Free Rein in The Big Easy Seminar.

## AHP MEMBERS SPEAK OUT ON FACEBOOK



*What advice would you give a young person who is looking to get a foot in the door in the equine-publishing industry, especially in a down economy?*



### **Lua Oas Southard**

Be willing to start on the ground floor or work as an unpaid intern for a time. Show the company how eager you are to be associated with them and give them the best that you have.

### **Holly Clanahan**

This sounds simple, but be rock solid on the basics of journalism. Know the AP Stylebook front to back and have a good understanding of grammar, punctuation and proper story construction. You'll also have an edge if you have experience with multimedia/electronic publishing.

### **Pat Raia**

Get solid journalism experience writing news and features for a newspaper near you.

American Horse Publications has joined FACEBOOK and we invite all AHP members to request to join the group. If you don't already belong to FACEBOOK, you can sign up at [www.facebook.com](http://www.facebook.com).

## SAVE THE DATE

### 2010 AHP Seminar - June 17 - 19, 2010

Lexington Downtown Hotel & Conference Center  
Lexington, Kentucky

### World Equestrian Games September 25 - October 10, 2010

Kentucky Horse Park  
Lexington, Kentucky

### Media Credentialing

To register to receive credentialing application information, please log on to [www.feigames2010.org/mediaregister.aspx](http://www.feigames2010.org/mediaregister.aspx)

### Official Housing Bureau of the 2010 Alltech FEI World Equestrian Games

Krista A. Greathouse, CMP, Director of Events  
2010 Alltech World Equestrian Games Housing Bureau  
Short's Sports & Events  
A division of Short's Travel Management  
2010 World Games Way  
Lexington, KY 40511  
Phone: (859) 255-2010 Ext. 231  
Fax: (859) 254-0179  
[kgreathouse@shortstravel.com](mailto:kgreathouse@shortstravel.com)

## DOES THIS SOUND FAMILIAR?

Ever on deadline and need content to fill an empty space? Then all of sudden, your inbox calls out "You've Got Mail!" and it's a press release from the AHP Newsgroup that you know your readers would love to see. You want to include an image to accompany the text, but you don't have time to contact the sender or search for one. If only there were a link to download an image.

AHP Newsgroup guidelines do not allow attached images, logos or files, however members are encouraged to provide a link for members to download high resolution images. Having an image handy might be the reason your new product or news item makes it to the pages of the publication.

## AHP NEW MEMBERS

### CORPORATE MEMBERS

#### **Horse Capital Productions, LLC**

Horse industry entertainment, education and tourism

Contact: Kimberly Brown

2605 Fireside Circle

Lexington, KY 40513

Phone: 859-233-2010

info@horsecapitalproductions.com

www.horsecapitalproductions.com

Horse Capital Productions (HCP), a Kentucky-based global enterprise dedicated to promoting the equine industry through entertainment, education, and tourism, presents the 2010 INTERNATIONAL EQUESTRIAN FESTIVAL™. This interactive horse industry exposition and seminar series will feature an international marketplace spanning 100,000 square feet, where the best of Kentucky's lifestyle, culture and horses converge with high-end retailers from around the globe. This downtown Lexington festival runs from 9/25/10 – 10/10/10, during the World Equestrian Games, the largest sporting event for the U.S. in 2010 with 600,000 spectators anticipated.

#### **Telesis Animal Health, Inc.**

Manufactures and sells EQUIDERMA

Contact: Bethany Padgett

421 N. W. Bailey Grade Rd.

Greenville, FL 32331

Phone: 850-948-2800

Fax: 850-948-1929

bethany@equiderma.com

www.equiderma.com

Telesis Animal Health, Inc. manufactures and sells EQUIDERMA Horse Care Grooming Products. We offer superior organic natural horse care products for the equine industry.

### STUDENT MEMBER

#### **Shanna Bellingham**

Central Florida Community College

13060 SE 102nd Ct.

Bellevue, FL 34420

352-274-2812

shann.bellingham@yahoo.com

Shanna's goals are to attain full-time employment, grow as a professional writer, and embark on an exciting journey in the equine publishing industry. Growing up in the Horse Capital of the World, horses have been an integral part of her life. She has a deep-rooted passion for wild horses and the Mustangs of America. During her courses in the Equine Studies Program at Central Florida Community College, she recognized that the over-all enthusiasm for horses paired with the creative and educating power of words matched what it was she wanted to do in the equine industry. Thanks to her internship and employment at Florida Equine Publications, she was able to hone her skills for writing, gain experience of the publishing world, and absorb as much of the knowledge and education available to her by her co-workers.

### EQUINE-RELATED WEBSITE MEMBER

#### **SellTheHorse.com, LLC**

Contact: Michelle Massa

Equine marketing agency

36 Parker Road

Vershire, VT 05079

802-685-7806

michelle@SellTheHorse.com

www.SellTheHorse.com

Uses freelance writers and photographers

### AFFILIATE MEMBERS

#### **R. T. Fitch**

Author, freelance writer

Force of the Horse®, LLC

14910 Wildwood Circle

Magnolia, TX 77354

800-974-FOTH

Visa 0650

rt@rtfitch.com

www.rtfitch.com

R. T. Fitch is a writer of equine-related articles, stories and author of "Straight from the Horse's Heart." He is managing partner of Force of the Horse® LLC which promotes and distributes his writing and books

#### **Angelea Walkup**

Top video production, freelance writing

HorseGIRTV, LLC

189 Charlie Taylor

Hubert, NC 28539-3903

503-550-3964

angelea@horsegirltv.com

www.horsegirltv.com

Angelea has been in the business for two years with HorseGIRTV and has 15 years experience in IT. A lifetime equestrian her accomplishments include USDF Silver and Gold Medalist.

#### **Martina Gates**

Photography, graphic design

3 Pond Drive

Lloyd Harbor, NY 11743

631-421-2290

631-421-2420

martinagates@mac.com

www.martinagates.com

Martina is an equine photographer with a background in graphic design. Her images have won numerous awards and have been published in various equine publications. Her area of expertise is free, liberty images. She is available for editorial stock images, special assignments and fine art prints.

## PASSINGS

### **Corky Randall**

On Monday, April 20, 2009, the legendary Hollywood horse trainer Buford "Corky" Randall died in Newhall, Calif., at 80 after a prolonged illness with cancer. Born in 1929 in Gering, Nebraska, Randall was diagnosed with polio as a child. Rather than following the prescribed treatments of the day (metal spikes in legs), his father insisted the boy exercise. By age 10, Corky was galloping Thoroughbred colts each morning before school for his father—Glenn Randall Sr., who earned fame training Roy Rogers' Trigger (and even housebroke the horse) and for "Ben Hur."

Corky dove into the film business at Republic Studios during high school and never looked back. From his first major assignment on *The Alamo*, Corky's half a century Hollywood career included dozens of feature films and television shows—from *How the West Was Won*, *Soldier Blue*, and *The Misfits* to *Buffalo Girls*, *Hot to Trot*, and *Indiana Jones and the Last Crusade*. For classics like *Spin & Marty* and the *Zorro* TV series, Corky traveled the globe, winding up his career in Mexico on *The Mask of Zorro* starring Antonio Banderas and Catherine Zeta-Jones.

But it was film adaptation of Walter Farley's novel *The Black Stallion* that established Corky as a trainer in his own right. Released 30 years ago in 1979, the Carroll Ballard-directed production (executive produced by Francis Ford Coppola) contained some of the most challenging horse scenes ever filmed. Years later, Corky described the black Arabian stallion who starred in it as his all-time favorite horse actor. (The horse's real name was Cass-olé) "He was so smart and such a character. He was almost human. Cass-olé loved to be around people and he loved to make pictures," said Corky.

**Movie trivia:** for the TriStar film label's animated feature logo Pegasus (which was filmed on the Randall Ranch in Newhall), Corky used the same grey (white on camera) Arabian horse that appeared in *The Black Stallion Returns* as the Black Stallion's love interest.

"Corky was a fantastic horseman with generations of knowledge and wonderful stories from a lifetime of working in the strange and demanding world of horse movies," remarked Tim Farley, son of the late author and president of Florida-based Black Stallion, Inc. "All of us who love horses and been have carried away by the excitement and beauty we see on the screen, can think of Corky. He was one of the most generous people I've ever met."

A two-time winner of the Patsy Award (once the animal trainer's Oscar) and recipient of the Humanitarian Award in 1982 from what was then the Society for the Prevention of Cruelty to Animals Los Angeles, Corky furthered legislation safeguarding animals.

During one of his final interviews Corky reflected, "I think there are still a lot of successful pictures to be made with horses if you can capture the relationship between the animal and the person—like they did in *The Black Stallion*."

### **Donald L. Dowdle**

Donald L. Dowdle, 58, of Somerville, Tenn., died Oct. 24, 2008, at his residence. He was a native of Charleston and a graduate of Mississippi State University. He had been a resident of Somerville since 1982. He was the founder of the *Fayette County Review* newspaper and the current owner of the *Mid South Horse Review*. He was a Baptist and member of the Somerville Rotary Club. He was a lifelong newspaper editor and publisher, writer, photographer, poet, businessman, avid horseman and devoted son, husband, father, grandfather and a friend to many.



Photo Courtesy Daniel K Lew

Sally Swift presented with the Equine Industry Vision Award in 2008

### **Sally Swift**

Sarah Rodman Swift known to her worldwide following as "Sally Swift" passed away on April 2, 2009. Sally was less than three weeks away from reaching her 96th birthday. She was born on April 20, 1913 in Hingham, Massachusetts to Rodman "Tod" Swift and Elizabeth Townsend Swift. She had one sister, Agnes, who died in 2004.

Sally Swift was known all over the world for her innovative horse riding methodology known as "Centered Riding." She was the author of two books *Centered Riding* and *Centered Riding II: Further Explorations* which, together, have had sales of more than 860,000 copies worldwide in fifteen different languages. Sally was the Founder of Centered Riding, Inc., which is the non-profit organization that oversees the worldwide membership of instructors and horse riders. Sally began Centered Riding at the age of 62 upon her retirement from the Holstein Association in Brattleboro Vermont. Her first book, *Centered Riding* was published in 1985.

In August of 2006, Sally Swift was inducted into the United States Dressage Foundation's Hall of Fame. In

June of 2008, she was presented with the seventh annual Equine Industry Vision Award by Pfizer Animal Health and American Horse Publications, an award which recognizes innovation, ingenuity and service across the entire equine market.

During the days of her illness, Sally was surrounded by her friends and Centered Riding family who loved her. She was closely attended to by her long-time friend, Lucile Bump, also of Brattleboro, her devoted friend, Munson Hicks, her care-givers, and her special friend Francois Lemaire de Ruffieu. Sally was well-loved by many, many people. Despite her fame, breadth of knowledge and accomplishments, she greeted all who journeyed down her path with warmth and humbleness. The world was made a better place by Sally Swift, and the horse world and all who came to love her deeply mourn her passing.

## INSIGHTS

Industry veterans, Equine Resources International CEO Lua Oas Southard and Equine Network Vice President and Group Publishing Director Susan Harding, took some time from their busy schedules to share some insights with AHP's *For The Record*.



### ***How does the current downturn compare to previous ones you've experienced?***

**Harding:** This downturn is definitely deeper and longer than any I have seen. What makes it even harder for those of us in the media world is the combination of a recessionary downturn in advertising with a fundamental change in the media landscape. And by that I definitely do not mean that magazines are dead—far from that—but rather that we need to learn to serve both our readers and our advertisers differently—and better!

**Southard:** I have never, in the 40 years that I've been involved with the equine magazine and marketing industry, experienced the likes of a downturn like we are currently going through. Whole magazines are being dissolved, ad rates are going down in some cases, and ad pages are certainly taking a hit. On the marketing side, clients are going off of retainers and are working on a per project basis, others are just dropping their ads altogether (which is very damaging to their companies in my opinion), while others have the wherewithal to weather the storm.

### ***What is your strategy for staying strong despite in a tough economy?***

**Harding:** Recognizing the opportunities brought by the changes necessitated by smaller budgets—that means learning to be more creative, finding ways to make the new media work, understanding the changing needs of our readers—and staying focused on delivering value for both our readers and our advertisers.

**Southard:** Look for potential new clients (it costs more for us to look for new clients than it does to keep our current ones happy), take cost-cutting measures within our agency, and work like the devil—(hopefully smarter, not harder).

### ***What opportunities do you see in this recession?***

**Harding:** Some are almost cliché—the stronger get stronger, advertising works better. Some others are buried in the do more with less necessity—staffers have more opportunity to learn more, do different things; social networking becomes almost essential as a way to expand your marketing messages; discovering the parts of your magazine that readers most value—and learning how to work better with your advertisers to maximize the impact of smaller budgets!

**Southard:** Learn new ways of doing things (recently I took a website marketing training seminar from Matt Bailey, an internationally known speaker and trainer and the Direct Marketing Association's web marketing expert).

Offer new services (in our case I've been boning up on market research). During the downturn I believe everyone should be doing more market research to help their company do a better job marketing and selling itself.

And branch out...look for potential clients in places you wouldn't normally find them. Join business networks like LinkedIn, or social networks like Facebook, etc. There are dynamic groups like the Horse Business Group that are sub-groups within these relatively new networks. Networking can be very beneficial in hard times like these. American Horse Publications even has a discussion group on its Facebook site.

## SMALL BUT MIGHTY DON'T LET YOUR ADVERTISERS PLAY 'POSSUM IN TODAY'S ECONOMY

BY: JUDY WALKER

In stressful, frightening situations our friend the opossum plays...you know, *dead*. And he will stay that way until the threat is gone. Small publications may have many advertisers who are scared to embrace digital media and web sites. Unfortunately, in today's business environment playing dead gives their competition—and ours—a tremendous advantage.

The advertisers in small publications—local barns, trainers and horse breeders, among others—can't be allowed to play dead. They must embrace the “scary things,” to create a digital identity and a dependable online presence. These days, it is the only way to grow, preserve, or even save, their businesses.

Our small advertisers can no longer focus on their barns and pastures and think that alone will work. These days, so much shopping and searching are done via the web. If a barn or other business cannot be found online with a professional appearance, it's like riding in a competition wearing muck-out clothes. And if these businesses' advertising is not working, one must ask, “Is it linked to a decent website?”

After being a partner in *The Equestrian News* for many years, I saw how ineffective advertising could be when it was not backed up with searchable information. As a graphic design/advertising/marketing person in Los Angeles, I was appalled at the inability of small equestrian businesses to grasp the idea of searchable information and good design. For such intelligent, educated and well-traveled people, many small equestrian business owners create the worst websites and ads of any I know.

As counterintuitive as it may seem, the problem rests with us. It lies in our not educating our advertisers. Every publication talks about how to ride well, how to take proper care of your horse and who's winning, but are we giving our trainers and other small advertisers the tools



to promote their businesses? Are they really making the most of their opportunities with our publications and on the internet?

And are we invigorating our publications by engaging potential new advertisers as well as our readers? Are we telling our organizations how to politically organize to compete with the sophistication of mountain bikers who are changing legislation to take over the trails? Are we getting important or new land-use or zoning information to our neighborhoods? When our advertisers and readers win, we win.

Like the current administration, we in the equine publishing industry have to embrace our shared interests, and make sure that together we are proactively helping to promote all small equestrian businesses. This movement has to be grass roots and the education must target the smallest of businesses, to help the “little guys.”

That is where the new blood for our industry will come from. We have to invest in and help grow these

advertisers' businesses to keep our industry viable. This means we have to educate trainers, barns, breeders, riding schools, and other small businesses on how to promote themselves. Let's make sure that we are presenting business tools to our advertisers so they don't choose to play dead!

*Judy Walker started [www.USHorse.biz](http://www.USHorse.biz) along with Patricia Kinnaman (prior owner of Dominion Saddlery, current owner of Traditional Equitation School and USHorse Feed and Shavings) and the web company she used for 20 years, Clearimaging.com. They offer custom web site design and promotion that is very reasonably priced, with a flat fee every month.*

*Judy Walker attended Art Center College of Design in Pasadena, CA, and has been an art director, graphic designer, illustrator, and photographer for 25 years. After working in the corporate world, she was a partner in “The Equestrian News” for many years. She then published the “LA Horse Directory” which led to creating [www.USHorse.biz](http://www.USHorse.biz) web portal. She is also on the board of the Los Angeles Horse Council. Currently she is working with equestrians promoting their businesses and freelancing with clients like Free Associates an advertising design firm, Los Angeles County Commission on HIV Standards of Care and World Vision International.*