



AHP For the record

An association newsletter for members of American Horse Publications

August-September 2006

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AHP For the record

Dean Hoffman, Editor
Barrie Reightler, Design

—PRESIDENT'S MESSAGE—

By Dean A. Hoffman, AHP President 2006-2007

Help make a great organization even better

How can American Horse Publications better serve you as a member? What would you like to see AHP do for you to make your membership more valuable or more meaningful? What should AHP be doing that it's not doing now? Are there any AHP programs or policies that you'd like to see changed?

If so, tell me. Or tell any of the members on the AHP Board of Directors. We're here to serve you. And we can best serve you if we know what you're thinking. I can't speak for the other board members, but I'm not very good at reading minds, so tell me what's lurking in yours.

You can tell me with a phone call to (614) 224-2291 ext. 3268 or an e-mail to dhoffman@ustrotting.com.

Maybe you've got a suggestion for a great place for an AHP meeting in the future. Maybe you've got an idea for a suggestion for a topic or a speaker. Maybe you don't like something about the awards contest.

I'll be happy to listen. I can't guarantee you that I'll be able to snap my fingers and produce instant results, but I'll listen and I'll share your opinions with others on the AHP Board.

I've already talked to a few AHP members to take their pulse on the organization. Some of them say, "Great organization. I love it. Don't change it."

Others offer suggestions.

Commendation or condemnation - I'll take both of 'em with a smile.

Personally, I think AHP is a wonderful organization or else I wouldn't have contributed so much time to it over the years. Is AHP perfect? Probably not. Some people might find it perfect, but others might not.

One of the goals I have as AHP President is to listen to the members and hear what they have to say. Then I want to assimilate what I hear and report to the AHP Board. Then we can decide what steps to take.

I'm only President for one year, so there is a limited amount of damage I can do to AHP. And - who knows? - we might make AHP an even better organization. I hope so.

AHP to hold “Fiesta del Caballo” in Albuquerque in 2007

AHP members have selected “**Fiesta del Caballo**” submitted by L.A. Pomeroy of the *Massachusetts Horse*, as the name for the AHP Annual Seminar in Albuquerque, New Mexico, to be held June 21-23, 2007.

Board members narrowed a field of over 50 suggested names to five and the results of the online poll of 116 votes determined the winner. It was a race to the finish with “Caballeros Del Sol” submitted by Fran Jurga of *Hoofcare & Lameness Journal* coming in a close second. The other three finalists included “Get Your Kicks on Route 66” submitted by Lua Oas Southard of Equine Resources International, “Land of Equine Enchantment” submitted by Diane Rice of *Appaloosa Jour-*

nal, and “El Caballo Fiesta” submitted by Executive Director, Chris Brune.

The Board would like to thank the following other members who sent in suggestions: Robert Bolson, Charlotte Kneeland, Kim Brown, Stacey Wigmore, Laura Jesberg, Lindsey Wilson, Kate Lindon, Audrey Pavia, Lara Poirrier, Susan Van Dyke, Kathleen Hunter, Dean Hoffman, Sarah Evers, Linda Layne, and Tim O’Brien. This fun project showed the creativity, and sometimes humor, of our members.

The AHP “Fiesta del Caballo” Seminar will be held at the Albuquerque Marriott Pyramid North. In July 2006, Marriott International, Inc. went ‘Smoke-Free’ at all hotels in North America. Therefore, there will be no “smoking rooms” available at

the Marriott in Albuquerque. To accommodate smoking guests, the hotel has designated an area outdoors with park benches.

If you are planning to attend the Albuquerque seminar and require a smoking room, please contact Chris at (386) 760-7743 or ahorsepubs@aol.com to discuss alternative accommodations. The Marriott does have limited first floor rooms with patios, but these will have to be reserved through Chris. She will also have suggestions for a nearby hotel that offers smoking rooms if necessary.

Make sure you mark your 2007 calendar for June 21-23! More information will follow as available.

American Horse Publications: Its History Through the Years

The Formative Years

By Tony Chamblin, Executive Director 1977-1983. Published in 1989

Editors and publishers of half a dozen publications were represented at an informal meeting in Lexington, Kentucky in 1970. They discussed a new idea advanced by Arnold Kirkpatrick, who at the time was editor of *The Thoroughbred Record*.

Kirkpatrick envisioned an organization of horse publications, an idea that raised eyebrows in some circles and fists in others. Horse groups didn’t see eye-to-eye on many matters in those days and any thought of Quarter Horses, of Harness and Thoroughbred types getting together was considered by many to be a bit radical.

“We spent a lot of time at that first meeting looking at one another’s shoes,” recalled *The Horseman and Fair World’s* editor, Bob Hackett, alluding to the curious mixture of cowboy boots, jodhpurs and wing-tipped brogans. Bolstered in by the fact that the American Horse Council, formed with a similar ecumenical philosophy a year earlier, was still in business, the group of six decided to march forward. Out of the meeting came the American Horse Publications, which grew from the six foundation members to 20.

Over the years, the majority of major equine publications in North America have joined AHP. Today, it boasts a membership of 85 magazines, newspapers, tabloids and newsletters with a combined circulation of over 1,000,000 readers, plus several affiliate members.

AHP’s success likely is based on the fact that it has never strayed from its original goal “to promote better understanding and cooperation between all facets of the horse industry, irrespective of breed.” When the editors and publishers began comparing their common problems – editorial, advertising, printing, mailing, financial, to mention a few – they ceased looking at shoes and started looking at ways to improve their products.

Longtime members will recall early seminars when layout and design experts such as Jan White would humble editors for shoddy work in the same manner Vince Lombardi used to tough-lash the Green Bay Packers. Publications gradually upgraded from black-and-white photography to color, from cluttered layouts to ones of simplistic elegance, from press release type articles to smooth-flowing texts which were both entertaining and informative.

This effort was aided by the start, in 1974, of the AHP’s annual awards con-

test for outstanding articles, photographs, and advertisements. Stimulated by the competition, many members’ publications improved dramatically during the 1970s.

The Years of Growth and Purpose

By Christine W. Brune, Executive Director, 1992-Present. Published in 1999

American Horse Publications has gone from infancy to adulthood during the past 30 years. From its start in 1970 when the hope was that 20 publications could work together for the common good to its current membership of 250, the association has grown to represent a diverse group of publications, professionals, businesses and students—all working together to promote better understanding and communication among all facets of the equine publishing industry.

Today, the association provides its members with more benefits and services than its founders would ever have imagined. Networking is considered the most valuable benefit and the annual membership directory, bimonthly newsletter, and productive seminars, keep members informed and in touch. The AHP web site has become an indispens-

able communication tool and now includes an online membership directory, association news, a news broadcast server, and numerous links to publishing resources. AHP programs such as the internship handbook, trade show program, and awards contest, allow members to reap the advantages of a cooperative effort.

Membership has continued to rise during the past 10 years with numbers catapulting from 101 in 1993 to 160 in 1995, to 199 in 1997, and to 250 in 1999. Improved economic conditions and new technology have given birth to a wide variety of publication formats. Increased awareness of the association has attracted interest from the freelance and corporate communities adding a new dimension to the group. At the annual meeting in Nashville, members voted unanimously to approve several new membership categories. A Student membership category encourages participation of aspiring publishing professionals. The globalization of publishing is recognized with the establishment of an International membership category. And to identify the growing influence of the new media, an Electronic Publication membership category was added.

In reflecting on the past three decades, and I think I may be the only active member able to do that, I can see three distinct stages in AHP's history. The first ten years marked the formative period when members were defining the association's purposes and goals. Led by equine publishing leaders like Arnold Kirkpatrick, Stan Bergstein, Snowden Carter, Audie Rackley and Tony Chamblin, the association grew at a steady rate, held its seminar in conjunction with the American Horse Council, and

offered members a chance to compete in the annual awards contest.

The next ten years were transitional years, when rapid growth was stunted by economic conditions and several changes in administration. However, the awards contest entries continued to increase and a winter seminar was added under the leadership of Executive Director, Ruth Brown. By the mid 80s, the annual meeting was being held independently in various parts of the country and the association's identity began to emerge.

In 1990, AHP returned to Washington, DC to celebrate its 20th anniversary and begin the next decade. Thirteen past presidents were present to watch the next generation of publishers move forward into the 90s, a period of phenomenal growth in membership, benefits, and unity of purpose.

In 2000, AHP will gather in Texas at the brink of the new millennium charged with the objectives to remember our beginning, stay true to our purpose, perpetuate the momentum, and be ready to accept the challenges the next ten years will bring to the association and publishing. The old-timers among us recall the days of "a few close friends," and although we may not be few in number anymore, my wish for the future is that we will always be close.

AHP Today

Published August 2006

From the beginning, the founding members realized a need for American Horse Publications. What is amazing is that as the needs in equine publishing changed over the past 36 years, the association embraced

the changes and re-invented itself to match the needs. But what has not changed is the camaraderie, the lifelong friendships, and the support and encouragement freely given. Our AHP memories have become a part of the common bond we share. We have set the standard for the new millennium. We venture into the future to face the challenges armed with the wisdom of our past and surrounded by an ever-growing circle of support and friendship.

In 2006, American Horse Publications reached new highs. In June, membership totaled 445 with a combined circulation of its publication members of over three million. The annual awards competition, which was for material published in or by member publications in 2005, drew a total of 1,058 entries from 105 members. Seminar attendance at the Orlando seminar exceeded 156 registrants. Seventeen students pursuing careers in equine publishing applied for the Student Award which was presented for the 14th year. The Equine Industry Vision Award was awarded for the 5th year to one of AHP's own, Stanley Bergstein, 1971-1972 President. In 2001, Pfizer Animal Health partnered with American Horse Publications to develop the Equine Industry Vision Award. Its purpose is to recognize outstanding leadership, creativity and meritorious contributions in the equine industry.

The AHP Board of Directors continues to work toward providing all members with services they can use and afford while remaining true to AHP's mission to improve communication and cooperation through education and networking within the equine publishing industry.

Membership changes on the horizon for 2007

AHP members can expect several changes for 2007, primarily in Corporate membership dues and in new member plaques and renewal membership certificates. These changes were implemented during the AHP board meeting held in Orlando in June.

Although all membership categories have increased in numbers during the past year, Corporate membership has had the most dramatic jump. In 1995, there

were nine Corporate members; this year there are currently 152. The reason for this amazing growth can be attributed to the AHP Newsgroup, a popular and valuable benefit for businesses, organizations and associations that frequently send press releases to the equine media. Although members are limited to sending only two press releases per month, the number of press releases has increased in relation to the membership growth. Mon-

itoring and posting the AHP Newsgroup has added to the current office workload, and has the potential to be even greater in the future.

Therefore, the AHP Board of Directors made the decision to increase the Corporate annual dues to \$350 effective January 1, 2007. An exception to this increase has been made for non-profit organizations whose annual dues will remain at \$250. Corporate members that are non-profit will be required to file proof of their non-profit status along with their new member application or renewal. This will be the first increase to Corporate membership dues since its inception and it is the Board's belief by

Membership changes *continued*

increasing the Corporate dues to \$350, no further increase will be necessary for a long time.

The second change will affect all AHP members. Since its beginning in 1970, the association has used several forms to recognize annual membership, from wood plaques to the current acrylic plaques which are sent to new members. Unfortunately, since members joined at different times, with some members dating back to the early years, there are

now three different types of renewal certificates, depending on which membership plaque the member has. This has made producing renewal certificates a time-intensive and record-keeping project. Another problem is that the company that produced the current acrylic plaques has gone out of business, and finding a replacement has been difficult and could mean a fourth version of renewal certificate may be necessary.

Therefore, beginning in 2007, all AHP members, new and renewing, will receive an 8 1/2" x 11" certificate suitable

for framing indicating the year of membership.

American Horse Publications' phenomenal growth in recent years to more than 450 members has been the result of the many valuable services the association offers its members and the willingness of fellow members to spread the word and encourage others to join our publishing group. The AHP Board of Directors works diligently to address the needs of all members and will continue to work on developing more services and benefits in the future.

AHP offers a new membership category for colleges and universities

The AHP Board of Directors has created a new membership category for Colleges and Universities with interest in the equine industry. This category offers the same benefits as Corporate membership for an annual dues of \$250.

For over a decade, AHP has been very active in developing a relationship with the academic community to reach out to students pursuing careers in equine publishing. Additionally, the AHP Newsgroup can provide a valuable service to colleges and universities with veterinary schools and

equine research departments that need to publicize information to the equine media.

The online membership directory now includes the current College/University Member listings. If you know of a college or university that may be interested in joining AHP, please spread the word and encourage them to visit the association web site for information about membership and association activities or contact Chris at (386) 760-7743 or ahorsepubs@aol.com.

Nominations due January 12, 2007 for the 6th annual Equine Industry Vision Award

January 12, 2007 is the deadline date for nominations for the 6th annual Equine Industry Vision Award, which will be presented on June 22, 2007 during the American Horse Publications (AHP) Annual Seminar in Albuquerque, New Mexico. Pfizer Animal Health sponsors the award in partnership with AHP and developed it to recognize outstanding leadership, creativity and meritorious contributions in the equine industry.

Anyone is eligible to be nominated, or to nominate a candidate for the Equine Industry Vision Award and nominees may include individuals and/or organizations. Candidates may be considered for a single outstanding visionary achievement or for sustained outstanding contributions that have made a profound impact on the equine industry.

In recognition of these achievements, the award recipient is given the Equine Industry Vision Award Perpetual Trophy, created in the finest full lead crystal by master artisan Peter Wayne Yenawine and commissioned by Pfizer Animal Health. In addition to the perpetual trophy, the winner receives a smaller version of the award as a memento of this unique recognition.

At a breakfast sponsored by Pfizer Animal Health during the AHP Annual Seminar in Orlando, Florida in June 2006, the 5th annual Equine Industry Vision Award was presented to Stanley

Casting call for AHP Professional Mentors

American Horse Publications offers a Student Mentoring Program that pairs AHP professional members with student members interested in pursuing a career in the equine publishing industry.

AHP is ready to start matching students and equine publishing professionals for the 2006-2007 school year.

Share what it's like to work in your area of interest - whether you work in writing, editing, design, advertising, sales, public relations or marketing - and help a student learn more about how they can prepare for a career in the equine publishing industry.

Efforts are made to match students with a professional in the same geographical area so that face-to-face meetings can be part of the experience. This is especially important for college juniors and seniors, who are getting close

to job searching. Mentors can assist these students with resume and portfolio review, job interview preparation, shadowing and job searching advice. Other areas where mentors can be helpful are providing career advice about selecting majors, courses of study and colleges.

Continued contact is the responsibility of the student, but mentors are encouraged to check in with their student to maintain open communication.

This program is open to AHP members only. To request an AHP Professional Mentor Enrollment Form, contact Chris at (386) 760-7743 or by e-mail at ahorsepubs.com. To download a form, visit the AHP web site at www.americanhorsepubs.org and click on Students, then Student Mentoring, then Mentors.

Equine Industry Vision Award nominations due

continued

F. Bergstein. "Stanley Bergstein is a prime example of the innovative spirit and industry leadership that the Equine Industry Vision Award serves to recognize," said Kristin Ruff, Equine Products Manager for Pfizer Animal Health. "His endless dedication and insight have helped shape the equine world, particularly the harness racing industry, and will continue to do so."

In 2005, the award was presented posthumously to John Ryan Gaines who passed away on February 11, 2005. Gaines was noted for his countless contributions to the horse world that continue to reach across disciplines. In

2004, the American Quarter Horse Association (AQHA) was selected to receive this prestigious honor because of the organization's vast, positive impact on the equine experience world wide. In 2003, Don Burt was honored as the 2nd annual Equine Industry Vision Award winner. Burt has spent over 50 years living and working as a member of the horse industry and his efforts have been felt across disciplines. In its inaugural year, the 2002 Equine Industry Vision Award was bestowed on Alexander Mackay-Smith (1903-1998) for his broad contributions to the whole of the equine industry. Mr. Mackay-Smith's

influence continues today not only in his books, but also in the organizations that he helped found and that are still flourishing.

The other finalists in 2006 included Matthew Mackay-Smith, DVM; G. Marvin Beeman, DVM; David O'Connor; LSU Equine Health Studies Program; and Charlotte Brailey Kneeland. These finalists will automatically be entered in the 2007 competition.

To request a nomination ballot for the 2007 Equine Industry Vision Award, contact Christine W. Brune, Executive Director, American Horse Publications at (386) 760-7743 or email ahorsepubs@aol.com.

Nomination information is also available at the AHP website at www.americanhorsepubs.org.

2007 AHP Student Award Contest guidelines available online

High school seniors or undergraduate college students during the 2006-2007 undergraduate college year, *with at least one semester before graduation*, have a chance to win a cash award of \$1,000 plus an all-expense paid trip to AHP's annual meeting and seminar in Albuquerque, New Mexico, on June 21-23, 2007. The seminar will include three days of educational sessions and related activities including the Student Award Party and Auction and Annual Awards Banquet and Presentations. The Student Award Winner will have an opportunity to meet leading equine publishing professionals and discuss career possibilities. The winner will also receive 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.

All qualified applicants will receive a complimentary Student membership and a complimentary Student registration certificate for the 2007 annual seminar in Albuquerque.

Student Award applicants are required to send a completed application form plus additional information by **March 16, 2007**. Eligible students may access guidelines and application at the AHP website at www.americanhorsepubs.org. The AHP Student Award Contest is open to residents of the US and Canada only.

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

Student Membership is open to high school, college, and graduate students for an annual fee of \$25. Student Members receive the following: certificate of membership, an opportunity to

attend the AHP seminar at a reduced registration fee, listing in the online and published versions of the Membership Directory, the AHP newsletter, "*AHP For the record*," and eligibility for Student classes in the AHP annual Awards Contest.

The **AHP Internship Program** was designed specifically for college students who have an interest in horses and seek a career in equine publishing. This program is a great way to provide students with the resume-building experience that's so critical to today's career market. Interns gain valuable hands-on real life experience and member publications and businesses acquire additional help when and where they need it most. The AHP Internship Handbook provides information about the program, a directory of participating AHP members, and an application.

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

For more information on American Horse Publications and its programs, visit our web site at www.americanhorsepubs.org or contact: Chris Brune, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119; Phone (386) 760-7743; Fax: (386) 760-7728; E-mail: ahorsepubs@aol.com.

AHP Promotional Ads available online

Members are requested to publish membership ads on a space available basis. Members may set the ad copy to fit a space that conforms to their ad size requirements.

High resolution PDF files of these ads are available to download. Members may request a file of the AHP logo to use in promoting their membership by contacting Chris at ahorsepubs@aol.com.

AHP develops a Style Guide as a resource for the equine publishing industry

American Horse Publications has released its **AHP Style Guide** for equine publications. In development for nearly two years, a committee chaired by Connie Lechleitner, editor of *Ohio Quarter Horse News*, has gathered style guides from many different sources in the horse industry.

The **AHP Style Guide** was created to be a resource for editors and writers, but was not designed to set industry stan-

dards. The guide should be used as a reference tool only. Publications may utilize this guide to fit their needs or to assist in developing their own style guides.

The **AHP Style Guide** is currently 78 pages and has been posted to the AHP web site in the Career Center, Resources section as a PDF file. Plans are to redesign the guide to a more navigable

version, which will be available at a later date.

The **AHP Style Guide** is a work in process and will be updated yearly. If you have any additions, please forward to Connie Lechleitner at qtrhorse@oqha.com.

To access the **AHP Style Guide**, go to www.americanhorsepubs.org and go to Career Center, then Career Resources.

Gear Up for the 2007 AHP Trade Show Program

The AHP Newsstand booth is a cooperative program that provides members with a cost effective way to exhibit at national and regional equine events. Here are some reasons why this program may be perfect for you.

When budgets are tight, use your money more effectively by spending your time at the event networking and allow AHP to distribute your publications or promotional material. Publication members may participate for a fee of \$300 for 300 copies. 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. A group discount is available for publication members published by the same publisher. 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. All publications and materials are distributed FREE. 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. No sales or orders will be taken at the booth.

Valuable subscriber or contact leads are generated from the free drawings for a one-year subscription that are held during each event. Names and addresses are crosschecked for duplicates and then sent to participants on labels or via e-mail based on your request. You also receive the original entry forms by mail

on which your publication was checked. Remember, that the majority of entries are from people who are magazine readers and often subscribe to several publications. Just because we ask them to choose the one publication they would like to win, doesn't mean that they are not interested in others.

The AHP Newsstand provides you with a way to reach thousands of horse people with a sample of your publication or promotional material. Many visitors are thrilled to see a publication that is new to them or that they have

only seen on the Internet, but have never had an opportunity to see first hand. People really appreciate this service. In addition, your publication is available to hundreds of event exhibitors who may be prospective advertisers.

Member participating fees are assessed based on cost of exhibit space, furniture rental, supplies, staffing, drayage, 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.

PARTICIPATING FEES

Publication Member: \$300 (300 copies)

Publication Member under 5,000: \$150 (150 copies)

Affiliate Member: \$150 (300 copies)

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

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

The AHP Newsstand booth will be at the following events:

Equine Affaire, November 9-12, 2006

Eastern States Expo, W. Springfield, MA

Equine Affaire, February 1-4, 2007

Fairplex, Pomona, CA

Equine Affaire, April 12-15, 2007

Ohio Expo Center, Columbus, OH

Equine Affaire, November 8-11, 2007

Eastern States Expo, W. Springfield, MA

For more information on how you can participate in the AHP Newsstand, contact the AHP office at (386) 760-7743 or e-mail ahorsepubs@aol.com. Forms are available online at www.americanhorsepubs.org.

INDUSTRY NEWS

AHP members invited to regional workshops hosted by the Livestock Publications Council

The Livestock Publications Council is hosting a series of regional workshops, and you're invited! Excellent speakers, timely topics, professional development and camaraderie are all things you'll find at an LPC regional workshop. The next scheduled LPC regional workshop is in Louisville, Kentucky, November 10, 2006.

Cost for LPC members is \$50, non-members \$75 and students \$25. For more information or to register for a regional workshop, contact Diane Johnson at the LPC office at dianej@flash.net or call (817) 336-1130.

AHP joins eighty organizations call for forum to address NPS issues

More than 80 organizations recently wrote to the U.S. Secretary of the Interior calling for an inquiry into why the national park system is failing to provide the American public with the appropriate level of visitation to meet the nation's mental, physical and spiritual needs. The organizations represent millions of outdoor recreation enthusiasts and segments of the recreation industry with sales exceeding \$100 billion annually.

The letter notes that the national park system was created to provide enjoyment in the form of recreation and education. The U.S. system has in-

spired the creation of park systems around the world and has continued to grow in area in the U.S., now consisting of nearly 400 units covering more than 85 million acres. Yet, as the letter points out, despite this growth in size and a 25% increase in the U.S. population over two decades, and despite increased awareness of the value of parks in providing Americans with safe and enjoyable opportunities for physical activity, park visits have declined.

According to the American Recreation Coalition (ARC), which coordinated the letter, the National Park Service faces many challenges – but none more important overall than the threat of losing relevance to American families. “Support for national parks has been strong and broad,” according to ARC President Derrick Crandall, “and has been anchored in memories of visits to Yosemite and the Grand Canyon. Americans have visited those parks and brought home a sense of grandeur – and a new commitment to conservation. But today national parks attract just 63 million visits annually – or about one visit per every five Americans. In reality, large numbers of international visitors and repeat visits by park enthusiasts mean that the actual percentage of Americans visiting our national parks is quite low.”

Crandall said that the letter signers hope Interior Secretary Kempthorne will direct the National Park Service to create a forum to address these and other concerns, including a failure to promote greater awareness and use of units of the national park system's national recreation areas, national seashores, national lakeshores and na-

tional parkways. “Many of these areas are ideal locations for helping Americans build a relationship with our legacy of the Great Outdoors,” said Crandall. To achieve this goal, he added, “We need to explore ways to welcome activities ranging from mountain biking to geocaching to rock climbing to better interpretation and education using new wireless technologies.”

The 80 organizations which signed the letter to Interior Secretary Kempthorne believe that Americans need our national park system today more than ever before – and that more use and enjoyment today are compatible with preservation of the resources for generations to come. “We look forward to working together to investigate and reverse the reasons for decline in benefits to the American people being provided by the national park system,” concluded Mr. Crandall.

The American Recreation Coalition (ARC) is a Washington-based, non-profit federation formed in 1979. Since its inception, ARC has sought to catalyze public/private partnerships to enhance and protect outdoor recreation. ARC provides a unified voice for recreation interests to ensure their full and active participation in the government policy making that is shaping present and future outdoor recreation resources, facilities and opportunities. ARC conducts research on a regular basis, organizes and conducts national conferences and meetings and disseminates information regarding recreation needs and initiatives through a variety of media, including its Web site, www.funoutdoors.com.

AHP Who's Who

Ariat International, Inc. announced that Susan Alcala has joined the company as its Director of Marketing. Alcala comes to Ariat with more than 18 years of diverse marketing, promotions and communications experience at top companies including Revo Sunglasses and Mr. October Foundation for Kids. She has taken on additional responsibilities throughout her career, such as starting Link Promotions Group and co-founding Team 44, LLC. “We selected Alcala

on her extensive experience in marketing, communications and her ability to launch and successfully run a business. Susan will play a key role in the company by overseeing Ariat's marketing communications, marketing programs and brand strategy,” said Beth Cross, Co-founder and CEO of Ariat.

Dan Lawrence has been named Senior Director of Marketing at the **Ara-bian Horse Association** (AHA), Auro-

ra, Colo. His background includes marketing communications, advertising, publications, brand identity, direct mail, e-commerce and public relations. In his most recent position as Interim Vice President/National Director of Marketing for the National Multiple Sclerosis Society, he was responsible for brand identity and marketing communications support for product lines generating \$200 million annually. As executive producer, many of his Public Service

AHP Who's Who *continued*

Announcements have won international awards for excellence. At AHA he will oversee market development efforts, design and publication of AHA promotional and educational products, *Arabian Horse Magazine* sales and production, public and media relations, and the marketing of existing AHA programs.

In August, equine journalist **Michelle Anderson** joined *Perfect Horse Magazine* as associate editor. Anderson spent six years honing her writing and editing skills at *Appaloosa Journal*, most recently as assistant editor. As an editorial intern for *Appaloosa Journal*, she won the American Horse Publications' Student Award in 2000. Anderson struck out on her own as a freelance writer in 2004 and has written for a myriad of equine and general interest publications, including *Perfect Horse*.

Friends of Sound Horses (FOSH) announced that it has selected Mr. Keith Dane to serve in the newly-established, full-time paid position of Executive Director. Mr. Dane served as President of FOSH from 2000 to 2003 and continues to play an important leadership role as the FOSH Liaison to the United States Department of Agriculture (USDA). Mr. Dane will be the first individual to serve as Executive Director for FOSH since 2001.

Debra Ginsburg, *California Thoroughbred's* turf writer for the past 20 years, passed away on June 30, 2006. "Debie will be sorely missed by all of us here, as well as everyone in the breeding and racing industry who had the pleasure of

meeting her," wrote Rudi Groothedde, Managing Editor of *California Thoroughbred* in his August column. Debie believed that she was living her "dream job" as part of the magazine's staff for two decades. Her May 2005 column titled, "Going the Distance," recently earned second place in the AHP 2006 Annual Awards Contest. Although the article was about her admiration for actor, Christopher Reeve, Debie herself was someone to be admired for "going the distance" in her chosen field. She was laid to rest at Fresno's Chapel of Light on July 3 and she requested that remembrances be made to the Christopher Reeve Foundation and American Cancer Society.

BowTie, Inc. has promoted Elizabeth "Liz" Moyer to Editor of *Horse Illustrated* magazine. In her new role, Liz will oversee both *Horse Illustrated* and the annual publication, *Horses USA*. Prior to joining BowTie, Liz—a horse owner and life-long equine enthusiast—was an avid reader of *Horse Illustrated*, and understands the importance of always keeping the reader in mind. Liz joined BowTie in October of 1999 as associate editor of *Horse Illustrated* and worked closely with former *Horse Illustrated* editor, Moira Harris, who is currently in book-project negotiations with BowTie Press.

Rich Wilcke, a faculty member since 1995, has been named the director of the University of Louisville Equine Industry Program. Wilcke succeeds Robert Lawrence, who recently retired after 18 years as head of the program.

Prior to joining UofL, Wilcke served as the first executive director of the Maryland Million, the nation's original \$1 million state-racing day, begun in 1986. He also served as executive vice-president of the Maryland Horse Breeders Association, where he founded the *Mid-Atlantic Thoroughbred* magazine. From 1979 to 1984, he was CEO and President of the Council for a Competitive Economy, a Washington, DC-based business association with corporate members in all 50 states. A graduate of Kansas State University, Wilcke has published more than 300 articles or columns during his career in publications as diverse as *The New York Times*, *The Wall Street Journal*, *The Blood-Horse*, and *Vital Speeches of the Day*. He has given lectures, seminars or speeches across the U.S., as well as in Australia and Europe. He and his wife, Janet, who will soon celebrate their 40th anniversary, breed horses in Henry County.

Dean Hoffman was recently elected to the Communicators Corner of the Harness Racing Hall of Fame, the highest honor a writer can achieve in harness racing. The induction ceremonies will be held in Goshen, New York in July, 2007. Hoffman has also authored several books on the sulky sport, including tomes on Hanover Shoe Farm, Castleton Farm, and the 75th edition of the *Hambletonian*. Dean was editor of the acclaimed *Hoof Beats* magazine for over two decades before assuming his present role as Director of Planning and Senior Hoof Beats Editor for the USTA.

New Member Profiles

PUBLICATION MEMBERS

AmeriCan Carriage Driver
Carriage driving magazine/grassroots
Contact: Dorothy A. Billington
P. O. Box 570
North Scituate, RI 02857
Phone: 401-647-5702
E-mail: acdmag@earthlink.net
URL: <http://home.earthlink.net/~americancarriagedriver>
Scope: National
Frequency: Quarterly

CORPORATE MEMBERS

Equine Experience, Inc.
Equine Expo and Sale
Contact: John or Maureen Rudnick
P. O. Box 1093
Templeton, CA 93465
Phone: 805-237-0011
Fax: 805-238-1364
E-mail: maureen@equineexperience.net
URL: www.equineexperience.net
The Equine Experience brings the Central Coast of California a horse expo that is uniquely fun while being highly

educational. The expo will include a multitude of disciplines, exhibits, and entertainment. It will be informative, attractive, action packed and approachable to all levels of horse enthusiast.

Horseware Products, Ltd.
Horse clothing, equestrian rider clothing, balters
Contact: Melissa D. Seamans
P. O. Box 6328
Kinston, NC 28504

New Member Profiles

Phone: 800-887-6688
Fax: 877-329-4982
E-mail: melissa.seamans@horsewareusa.com
URL: www.horseware.com
URL: www.ramboquarterhorse.com

Horseware Ireland is the pioneers in blanket technology and innovation. Horseware has developed four outstanding, world famous brands – Rambo, Rhino, Amigo and Rambo Quarter Horse which host a full range of turnouts, stable blankets, flysheets and coolers. In addition to all these fantastic blankets, the Rambo range of practical clothing and accessories has been expanded further still, with a full range of practical clothing and accessories for the active yet fashion conscious rider.

National Walking Horse Association *Promoting the naturally gaited Walking Horse*

Contact: Christie Ayers
P. O. Box 521
Ranburne, AL 36273
Phone: 256-568-9639
Fax: 509-562-0185
E-mail: news@nwha.com
URL: www.nwha.com

The National Walking Horse Association is a non-profit organization formed to promote the naturally gaited Walking Horse through marketing, advertising and publicity. It provides venues for showing, trail riding, clinics, and horsemanship and serves as an advocate against abusive and inhumane treatment.

PhelpsPhotos.com

Database of equestrian images

Contact: Mary Phelps
P. O. Box 868
Deleon Springs, FL 32130
Phone: 386-985-1429
Fax: 386-985-4657
E-mail: info@horsesdaily.com
URL: www.phelpsphotos.com

PhelpsPhotos.com is an online photo database of equestrian sport that features multiple search criteria by show, event, name of horse, rider, discipline, breed, movement and more. Established in 1982.

World Championship Blacksmiths, LLC

Membership organization for competitive farriers and blacksmiths

Contact: Jill Ballard
755 Co Rd 10
Ithaca, NE 68033
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E-mail: jillballard@worldchampionshipblacksmiths.com
URL: www.worldchampionshipblacksmiths.com

World Championship Blacksmiths, LLC exists to provide premier venues for blacksmith competitions. WCB will produce the first ever series of qualifying competitions leading up to a National Championship. Our organization believes in the power of experience, education, excitement, exposure, exclusive benefits and opportunities, and excellence through competition.

COLLEGE/UNIVERSITY MEMBERS

University of Louisville

Equine Industry Program

Contact: Rich Wilcke, Director
College of Business
Louisville, KY 40292
Phone: 502-852-7617
Fax: 502-852-7672
E-mail: wilcke@louisville.edu
URL: www.business.louisville.edu/

The University of Louisville has the world's only AACSB-accredited college of business that offers a four-year degree in business with a specialized major in the business of horses. Also available is a one-year post graduate certificate in equine business.

University of Saskatchewan

Western College of Veterinary Medicine

Contact: Myrna MacDonald,
Communications, Dean's Office
52 Campus Drive
Saskatoon, SK S7N 5B4
Phone: 306-225-4479
Fax: 306-225-4470
E-mail: sm.ridley@sasktel.net
URL: www.wcvm.com or www.ehrf.usask.ca

The Western College of Veterinary Medicine is the premier centre for veterinary education, research and expertise in Western Canada. Its four-

year Doctor of Veterinary Medicine (DVM) program includes elective courses and clinical rotations in equine health, while its graduate studies programs offer specialized training in equine surgery, internal medicine and pathology. WCVM is also home to the Equine Health Research Fund that annually invests more than \$100,000 in research, in a graduate research fellowship program, and in an undergraduate summer research program. Visit www.wcvm.com to find out more about WCVM, or www.ehrf.usask.ca to learn more about the Equine Health Research Fund.

AFFILIATE MEMBERS

Cynthia Brewster-Keating

Ad sales to Paisley Pony/Plaid Horse magazines

CBK Equine Marketing/
AikenHorsesOnline.com
3914 Wagener Road
Aiken, SC 29805
Phone: 803-640-2339
Fax: 803-648-7513
E-mail: aikenhorses@aol.com
URL: www.aikenhorsesonline.com

Cynthia has experience in advertising sales for over 25 years to the equine industry including *Show Circuit*, *Northeast Journal*, *Sidelines*, *Plaid Horse*, *Paisley Pony* and *Eastern Equerry*. She sold for major publications and now runs her own equine marketing business.

Cindy McCauley

Freelance writing

10300 NW 60th Avenue
Ocala, FL 34482
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E-mail: cmcc9491@aol.com

Cindy currently contributes feature and news articles to *The Florida Horse*, *Horse Capital Digest* and *Western Horseman*. As a retired 30-year educator, she has published educational articles/activities as well. Her two passions are riding and writing. She owns Quarter Horses and rides dressage as a training technique.

Doug Prather

Author, photographer, graphic designer, advertising

Red Sky Publishing, Inc.
109 Sagart Lane
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New Member Profiles *continued*

Phone: 859-273-5538
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Fax: 859-273-0371
E-mail: doug@dougprather.com
URL: www.dougprather.com

Doug has 30 plus years in Thoroughbred horse-related advertising and photography including *The Blood-Horse*, *The Horse*, AAEP, Keeneland, Breeder's Cup, Rolex 3-Day Event, and others.

Lisa Rohner Schafer

Freelance writing, editing - print, web
Write from the Canyon
710 Sunshine Canyon
Boulder, CO 80302
Phone: 303-444-3841
Fax: 303-496-7771
E-mail: lisa@writecanyon.com

Lisa is the former assistant editor of *The Coloradan*, the alumni publication of the University of Colorado. She offers her skills in writing and editing to the

equine publication industry, partnering her two lifelong passions - horses and writing. She rides and trains horses near Boulder, Colorado.

Beth Stefani

Marketing consultant and publisher of Western saddle reference website
Western Saddle Guide
631 S Argenta Street
Dillon, MT 59725
Phone: 406-660-1650
Fax: 866-280-4030
E-mail: beth@western-saddle-guide.com
URL: www.western-saddle-guide.com

Beth has 25 years as a marketing/sales/management executive in the entertainment and digital media fields and two years managing sales, marketing and business development for a horse program targeting the upscale recreational market. Currently, she is a marketing consultant and

publisher of the Western Saddle Guide, a comprehensive online resource for western saddles and accessories.

STUDENT MEMBERS

Stephanie Hebert

Utah State University
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Smithfield, UT 84335
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E-mail: stephaniehebert@yahoo.com

Stephanie is a sophomore majoring in communications with the emphasis in print journalism. Her career path is a combination of the two loves in her life, horses and writing. Her horse experience is more extensive than her publishing. She rides and shows and recently started backcountry riding. Her career goal is to become a staff writer or photographer for an equine publication.

Calendar of Events

October 27-29, 2006

The Virginia Equine Extravaganza
Richmond Raceway Complex
Richmond, Virginia
Phone: 410-647-3800
www.equineextravaganza.com

November 9-12, 2006

Equine Affaire
Eastern States Exposition
West Springfield, Massachusetts
Phone: 740-845-0085
www.equineaffaire.com

January 18-21, 2007

Maryland Horse World Expo
State Fairgrounds
Timonium, Maryland
Phone: 301-916-0852
www.horseexpo.com

February 1-4, 2007

Equine Affaire
Fairplex
Pomona, California
Phone: 740-845-0085
www.equineaffaire.com

February 22-25, 2007

Pennsylvania Horse World Expo
PA Farm Show Complex
Harrisburg, Pennsylvania
Phone: 301-916-0852
www.horseexpo.com

February 23-25, 2007

EquiFest of Kansas
Kansas Coliseum
Wichita, Kansas
www.equinepromotions.net
www.kansashorsecouncil.com

March 30-April 2, 2007

The Equine Experience
Mid State Fairgrounds
Paso Robles, California
Phone: 805-237-0011
www.equineexperience.net

April 12-15, 2007

Equine Affaire
Ohio Expo Center
Columbus, Ohio
Phone: 740-845-0085
www.equineaffaire.com

May 11-13, 2007

New York Horse World Expo
Empire Expo Center
Syracuse, New York
Phone: 301-916-0852
www.horseexpo.com

June 8-10, 2007

Western States Horse Expo
Cal Expo
Sacramento, California
Phone: 800-352-2411
www.horseexpo.com

June 21-23, 2007

AHP Fiesta del Caballo Seminar
Albuquerque Marriott Pyramid North
Albuquerque, New Mexico
Phone: 386-760-7743
www.americanhorsepubs.org

November 8-11, 2007

Equine Affaire
Eastern States Exposition
West Springfield, Massachusetts
Phone: 740-845-0085
www.equineaffaire.com