

ahp news

insights from an ahp travel award winner

small but mighty

tales from the home office

president's message

PHOTO COURTESY DOUGLAS LEES

AMERICAN HORSE PUBLICATIONS *FOR THE RECORD*
AUGUST 2009



AHP FOR THE RECORD AUGUST 2009 ISSUE

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PRESIDENT'S MESSAGE GLASS HALF-FULL

BY: *KIM BROWN, PRESIDENT*

It's my fondest wish that everyone is starting to see a bit of an upward trend in their advertising and membership numbers. I know there are some portions of the horse industry that will be slower than others to recover. What that means to me is that it's still a good time to look around and see how you can work with other groups to ensure not only your survival, but your prosperity.

This will be a short column, but one I hope will cause you to stop and ponder: What is needed in my portion of the equine industry? Who is doing what? Can we work together?

I specifically challenge freelance writers, photographers, videographers, and other independents to go beyond your current niche to see where you could be. Editors and publishers, do the same. Are you a small group that's really good at covering some portion of the industry? Where can that be shared for mutual benefit?

Yes, I'm the "glass half full" kind of person; and I hope you will find a small slice (or even a big piece) of the industry where you can contribute, be satisfied, and make a living.

Feel free to e-mail or call me if you have ideas how the American Horse Publications group can help facilitate these partnerings.



ABOUT THE COVER

AHP photography contest Newsletter Category 3rd place Winner



Photo Courtesy Douglas Lees

Douglas Lees has nearly four decades of experience as a freelance photographer, specializing in steeple chasing, foxhunting and fly fishing. His photos have been published in *The Chronicle of the Horse*, *Mid-Atlantic Thoroughbred*, *Steeplechase Times*, *Fauquier Times Democrat*, and *In and Around Horse Country*, among others.

Photographer Douglas Lees has won two Eclipse awards from the National Thoroughbred Racing Association in 1978 and 2007, as well as receiving honorable mention in Eclipse balloting in 1980, 1981 and 1994.

Douglas' work has received previous AHP acclaim in AHP contests: he won the black and white photography award in 2002 with his cover shot from *In and Around Horse Country* and in 1989 Douglas' photo helped *The Maryland Horse* win the cover page award.

This month's newsletter cover features Douglas' photo from the 2009 Maryland Hunt Cup—a race he has photographed since 1969.

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I'M AN AHP TRAVEL AWARD WINNER! NOW WHAT?

BY: ERICA LARSON, AHP STUDENT MEMBER



Photo Courtesy Daniel K Lew

Congratulations...you've just been selected as one of the Travel Winners for the American Horse Publications Student Award contest, meaning that you are a finalist for the big award! If you're anything like me, you've just finished jumping around your room after receiving that long awaited e-mail from Chris Brune, and you've probably already called your parents to tell them the good news.

As you begin to settle down, however, the reality of the situation hits you: you are one of three finalists to be named the top student equestrian journalist in the nation. In order to take home the title, you're going to have to meet the top journalists and editors in our field, not to mention the AHP Board of Directors and impress them with your work, your personality, and your future in the field. Talk about a little pressure!

First step to success? Don't panic! Getting through the seminar will be easier than you think!

Before You Get There

Being named the AHP Student Award winner is a big deal, so you'll need to be prepared to take the seminar and your interview seriously. That being said, you also need to have a good time and let your personality shine. Your preparation for the seminar should begin before you even leave your house.

🐾 **Dress and Act Professionally.** Think of the seminar as one big job interview. You're going to be rubbing elbows with some of the biggest names in the business, and you might even end up working for some of these people in the future. Pack clothes that are comfortable, professional and that let everyone know that you are taking your pending award seriously. Pack a professional attitude as well. This isn't saying that you can't have fun and be yourself, but understand that you are working with your future employers. Do you want them to think of you as a ditzzy college student, or someone who will be an asset to their publication?

🐾 **Be Prepared to Promote Yourself.** You didn't end up a finalist for the Student Award by watching re-runs of "Friends" all day, every day, so don't be afraid to show off your hard work. Bring samples of your work to give to potential employers. Not everyone will ask for them, but the one who does could be your first editor out of college. Show them that you're indispensable by being organized and prepared. Also, print out some business cards to bring with you. They don't have to be fancy, just be sure they are neat and tidy and provide all your contact information. You can create them right on your computer, and office supply stores like Staples and Office Max sell blank business cards you can print on.

🐾 **Bring Support.** If you're nervous about going, or if this is the first big seminar you've attended, see if one of your parents or another relative can accompany you. Even if you're confident and you've been to a hundred seminars or conventions, it's still a great idea to bring someone with you. Mind you, this isn't the time for a get-away with your

significant other and it's not a "girls' weekend" with a little work thrown in. Bring someone who will be able to help you stay focused on the task at hand, and someone who can push you just outside your comfort zone to promote yourself at your best. Bringing a parent won't make you look like a baby, either. It will, however, show your future employers that you have the support of your family.

- ☛ **Remember.** You aren't the only Travel Award winner. There are two other people vying for the same award that you are. Take the time to prepare before you leave for the seminar. Think of your interview starting as soon as you get to the airport...you never know who you will meet on the plane.

Once You've Arrived

Try to get to the seminar earlier in the day rather than later. The more time you can spend meeting and talking to people, the more you are getting your name out in the industry!

- ☛ **Attend Optional Activities.** Make it a point to attend at least one of the optional activities offered to seminar attendees. This will give you a chance to get to know people – and vice versa – before the seminar actually begins and before your award interview. These are less formal than the seminar itself, but still be aware that you are being observed to see if you are worthy of becoming the next Student Award Winner.

- ☛ **Talk To People and Ask Questions.** As mentioned earlier, you are going to be around the biggest names in the equine publishing industry. This is the perfect opportunity to talk with them, do some networking, and ask any questions that you may have. Don't be shy. Just walk up to people and say "hello!" Standing in a corner looking at your shoes won't demonstrate confidence in yourself or your work. And don't forget to show your new colleagues that you can listen as well. The Award Committee is looking for a well rounded individual, so show them that you fit the bill!

- ☛ **Be Ready For Your Interview.** Although you won't know what questions the Student Award Committee will ask in your interview ahead of time, prepare yourself mentally before you enter the room. Don't be afraid to share your accomplishments with the committee. If they ask, promote yourself as best you can. Don't let the other finalists psych you out, either. Even if one of them has done more than you have, you might have the brighter future in the industry. That is up to the committee to decide, so stay confident! You were selected as a finalist for a reason! Finally, don't forget to breathe. Even though the people sitting across the table from you have the power to decide your future, they are just people – extremely nice and understanding people at that. Don't get too nervous about it; just go in and do what you know you can do!

- ☛ **Take Part In Everything You Can.** The chance to attend the AHP seminar and take part in all its sessions and programs is the real prize that you should be striving for. Yes, the money in the bank would be nice, but you have the option to learn an incredible amount of information from industry professionals that will help you excel in your career before even leaving college. Plan which seminars you want to go to ahead of time, and be early for them. Many of them involve a lot of note taking, so laptops or netbooks are a good idea. Also, don't be afraid to ask questions. Most of the other people in the room have questions as well, and they are professionals! Ask away... that's what the sessions for.

- ☛ **Have Fun!** Don't be afraid to have a little fun while you're at the seminar. Get out with the group, attend the optional activities, and enjoy yourself while making a good impression on your new colleagues. If you're old enough, it's okay to have a drink, but don't go overboard! This is a once in a lifetime experience, so enjoy being a Travel Award Winner!

Awards Night

After the interview, it's a waiting game until the Student Award Party – the dinner at which the Student Award Winner will be revealed. When the party finally arrives, be ready for whatever comes your way!

- ☛ **Be Ready to Go On Stage.** You will be asked to go up on stage for the award presentation. If you're a person who loves attention, this will be no problem for you! If you're a quieter person, however, this might be a little trickier. Take a deep breath and get up there—you deserve all the attention you're getting!

- ☛ **Be Gracious Whether You Win or Lose.** When the winner is finally revealed, it may or may not be your name being called. If you are lucky enough to be chosen, it's perfectly okay to be excited, but don't go overboard. Remember, there are two other people who didn't win standing right next to you. If you don't take home the big prize, don't be discouraged! You were one of three finalists chosen from around the nation to attend the seminar, which means you're one of three of the top student equestrian journalists in the country! That's something to be proud of! Also, don't forget to congratulate the winner. You don't want to be seen as a sore loser and the other finalists would do the same if you were chosen.

- ☛ **Keep It Simple.** The winner will be asked to give a short speech, so have something in mind in case you are chosen as the winner. Keep it short and sweet. You don't want to put people to sleep with a long, drawn-out speech!

Being chosen as a Travel Award Winner is huge honor that should be taken seriously. This is your chance to impress your future employers and colleagues, all while you're still in school. When you make your plans to attend the seminar, be ready to work hard, have fun, and have one of the greatest experiences of your career!

Erica Larson is an award-winning equestrian journalist and photographer, specializing in Three-Day Eventing, Show Jumping and Dressage. She has worked extensively with the United States Eventing Association as well as the United States Equestrian Federation covering events across the country. Erica is also a contributing journalist for Warmbloods Today and has written for Riding Instructor magazine as well. She is the 2009 AHP Student Award Winner. For more information about Erica and her work, please visit www.ericalarson.com

AHP NEWS

AHP NEWSSTAND OFFERS MEMBERS AN AFFORDABLE OPTION TO DISTRIBUTE AT MAJOR TRADE EVENTS



Photo Courtesy Susan DiPietro

The AHP Newsstand booth is a co-operative program that provides members with a cost effective way to exhibit at national and regional equine events.

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. No sales or orders will be taken at the booth.

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

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 you on labels or via e-mail based on your request. You also receive the original entry forms by mail on which your publication or company 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 or promotional piece is available to hundreds of event exhibitors who may be prospective advertisers or buyers.

Upcoming Scheduled Events

- **Equine Affaire**, November 12-15, 2009—Eastern States Expo, W. Springfield, MA
- **Equine Affaire**, February 4-7, 2010—Fairplex, Pomona, CA
- **Equine Affaire**, April 8-11, 2010—Ohio Expo Center, Columbus, OH
- **Equine Affaire**, November 2010—Eastern States Expo, W. Springfield, MA

Participating Fees

- **Publication Member Fee:** \$300 (300 Copies)
- **Publication Member Circulation Under 5,000 Fee:** \$150 (150 Copies)
- **Affiliate Member Fee:** \$150 (300 Copies)
- **Corporate Member Fee:** \$300 (300 Copies)
- **Non-Profit Corporate Member Fee:** \$150 (150 Copies)

Group Discount For Publication Members Published by 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

For further information, contact the AHP office at (386) 760-7743 or e-mail ahorsepubs@aol.com. Trade Show Participation Forms for 2009 and 2010 are available online at www.americanhorsepubs.org/programs/trade_show

AHP STUDENT AWARD PARTY RAISES SPIRITS AND MONEY FOR STUDENT FUND



Photo Courtesy Diana De Rosa

The 17th annual Student Fund silent auction and 2009 Student Award Party were held on Friday, June 26, during the AHP "Free Rein in The Big Easy" Seminar in New Orleans, Louisiana. A total of \$2,819 was raised this year – \$2,485 from the silent auction that showcased 66 items and \$334 from Mardi Gras merchandise sales.

Highlighting the event was the announcement of the 2009 Student Award Winner. This year, the Student Award Contest presented three \$750 Travel Awards to attend the AHP seminar in New Orleans. The three students earning the Travel Awards were Erica Larson, a junior at Michigan State University, Laura Pepper, a sophomore at the University of Kentucky, and Jennifer Lynn Whittle, a senior at the University of Kentucky. The three Travel Award winners were interviewed during the seminar by the Student Award Committee who selected Erica Larson as the 2009 Student Award Winner. Erica was presented with a \$1,000 cash award, plaque and pin. She also received an all expenses paid trip from Publishers Press, Inc. to attend one of their Two-Day Customer Education Seminars.

The theme of this year's event was "Carnival du Cheval." Event sponsors for the evening were Pfizer Animal Health, AQHA Publications and Freedom Health's SUCCEED®. Attendees adorned masks, beads and boas and enjoyed an evening of music, color and Cajun food. A free seminar registration to the 2010 AHP Seminar in Lexington was raffled and won by Darlene Jacobson, *Virginia Horse Journal*. AHP members

selected Dean Jacobson, *Virginia Horse Journal* as Carnival King and Lua Oas Southard, Equine Resources International as Carnival Queen.

The silent auction is not possible without generous donations from fellow AHP members and friends, many who were first-time participants this year. Corporate and publication donors included: AAEP Foundation, American Riding Instructors Association, *Appaloosa Journal*/ApHC, AQHA Publications, Back Country Horsemen of America, Blood-Horse Publications, Breyer Animal Creations, Certified Horsemanship Association, Draper Equine Therapy, Equine Resources International LLC, Farnam Horse Products, Florida Equine Publications, Freedman's, Freedom Health LLC, *Hoof Beats*, Hoofcare Publishing, Lexington Convention and Visitors Bureau, Matrix Therapy Products, Merial Animal Health, Peritus Public Relations, Pfizer Animal Health, Publishers Press, TailRx, *The Chronicle of the Horse*, *The Horse / The Horse.com*, Trafalgar Square Books, Trilogy by Performance Saddlery, W. F. Young, Inc., and Wellpride LLLP. Individuals who donated items included: Summer Best, Deborah Blumenthal, Tracy Gantz, Tami Hoag, Pam Kaster, Ellen Kiser, and Lisa Sheehy.



Photo Courtesy Equine Resources International



Photo Courtesy Equine Resources International

The donated items provided a great opportunity to shop for equine-related and New Orleans-themed gifts, artwork, horse products and a variety of books. The highest-priced item sold was "The Gig" leather handbag donated by Freedman's and purchased for \$275 by Ellen Kiser, Blood-Horse Publications. Ellen was also the big spender at this year's auction with total bids of \$420. Lua Oas Southard, Equine Resources International, came in second for spending a total of \$235 and AHP's recently-elected President Kim Brown, *The Horse*, spent \$230. Total purchases of Johnny Robb, JPRR, Inc. were \$195. Other buyers who spent \$100 and over included Charlotte Kneeland, American Riding Instructors Association; Erin Ryder, *The Horse*; Angie Grand Pre, *Cowboy Times*; and Kim Fisher, *Trot Magazine*. A big thank you goes to all who won the final bids.

Applications and guidelines for the 2010 Student Award Contest will be available in the Fall of 2009. For further information on any of the AHP student programs, contact: Chris Brune, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119; (386) 760-7743; ahorsepubs@aol.com or visit the AHP website at www.americanhorsepubs.org under Students.

TIPS FROM NETWORKING TABLE DISCUSSIONS IN NOLA

Every year during the seminar, AHP holds a Networking Luncheon where attendees can choose a table to sit at based on a topic. The table discussions are usually moderated by Board members and past AHP Presidents. Here are several tips that came out of two of the table discussions in New Orleans.

Using Social Media

Moderated by Jennifer O. Bryant

1. Most users agreed that it's better to keep personal and business applications separate – while realizing that nothing posted to a social-networking site is ever truly private. (Check your Facebook privacy settings!) Several of us, for instance, reserve personal Facebook pages for friends and family. We may then create business Facebook pages and use Twitter or other sites for our businesses.
2. Before you launch a Twitter account, decide its purpose. Promote a magazine or organization? Raise brand awareness? Heighten your profile as a subject-matter expert? Your mission will guide you in deciding what to tweet. Tweet a mix of information, news, and PR/promotion seasoned with some personal posts to give followers someone to relate to (don't just hide behind a corporate ID).
3. Fears of social media's becoming a huge time-suck are largely unwarranted: Most of us log on, check others' status, post, and log off, maybe once or twice a day. Not a big deal. And mobile-phone apps for Facebook, Twitter, etc., make posting on the go (even photos and video) quick and easy.
4. Affiliate member Diana De Rosa has begun an AHP networking blog, much of which is devoted to discussing social media. Visit and participate!
<http://dianaderosawordpress.com/2009/07/13/sharing-ideas-equine-professionals-on-a-mission/>

Spicing Up News Writing

Moderated by Tracy Gantz

1. Ask why. You can't write interesting news if you don't get an interesting interview. Travel down side roads with your sources, and when they tell you something, ask them why they do it that way. Ask for examples. Get them to tell stories.
2. Use action verbs. This old piece of advice never fails. Ruthlessly cut out forms of "to be" and restructure your sentences with more exciting verbs. Yet don't look to your Thesaurus for versions of "said." Let readers skip over "said" – they won't even notice it – instead of stumbling and stopping over flowery and sometimes inappropriate substitutes.
3. Constantly search for new and different. Research other work on your topic so that you aren't simply regurgitating what others have already written.
4. Use specifics. Illustrate what one horse owner did that worked and why. Make the example personal so that the reader can identify with the specific example. "Wow, I've had that problem too. Maybe her solution will help me."



SAVE THE DATE

2010 AHP 40th Anniversary 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

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www.feigames2010.org/mediaregister.aspx

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THE RESULTS ARE IN!

Sixty-two attendees participated in an online evaluation survey about the AHP "Free Rein in The Big Easy" Seminar held in New Orleans in June. Overall, respondents rated the seminar as Excellent (75.8%) and Good (21%) and the average rating for the location, hotel and food was 4.3 out of 5.

The economic downturn impacted this year's attendance, but one attendee mentioned, "It actually allowed for better socializing and networking since it was possible to meet almost everyone who attended who I had not met in past years." Another commented, "I was disappointed that more of our members could not attend but it made for a very intimate group. It was nice catching up with everyone." And one other perspective, "I had a wonderful time from start to finish. Perhaps the smaller attendance made it easier to meet new people and make new friends."



Colorful characters from parades past, lined up in Mardi Gras World in New Orleans
Photo Courtesy Christy West

Of course, that doesn't mean we don't want to see more of you in Lexington next year.

For the first time, AHP offered a pre-seminar workshop. The Internet Sales Workshop, presented by Dan Ambrose, rated very valuable or valuable by all but one respondent. Ambrose also presented a morning session on "The Successful Internet Business Model" as part of the two-day seminar. He received accolades like this one, "Dan Ambrose was excellent. I would have loved to have heard more from him. It really was great to get up to speed on some of the latest technology," but there were also a few comments that the workshop and session were a little repetitive.

Don Nicholas of Mequoda Group presented six sessions from his "Making Money Online" series. Overall, the series rated 3.5 by attendees with Search Engine Optimization receiving the highest rating of 3.8. Comments ranged from "Don was way beyond me and I think many people" to "I found Don's series interesting and thought-provoking. It's true that we're in this because we love horses, and money is less important, but my own balance needs to be more focused on making money, and it was very interesting to hear from someone who is so intently focused on just that."

One of the goals of this year's program was to focus on the ever-changing online world and how those of us in equine publishing will fit into this world. One member wrote, "I loved that you made this a total immersion seminar on internet integration. That is what made it really valuable to me."

The breakout sessions were dispersed throughout the two days and all were well attended. One attendee noted, "The breakout sessions – such as "Developing Your Niche" – seemed to be a much-needed break/time-to-process for some attendees who seemed a bit overwhelmed by the volume of information presented by the Ambrose and Nicholas sessions and wanted a roundtable sounding board."

The top three breakout sessions receiving the highest ratings were: "Freelancer/Editor Speed-Dating", "Writing for the Web: What Equine Publishers Need from Freelancers" and "Using Social Media to Increase Your Readership."

All of the 16 first-time attendees who responded to the survey said they felt welcomed. "Everyone was extremely friendly and welcoming," wrote one first-timer. "The sessions were totally educational. I enjoyed the camaraderie I saw among long time participants. The food was great. The conference was affordable especially considering almost all the meals were included, including a FULL breakfast (rather than a continental one). Walking to the French Quarter was a welcome exercise after sitting all day. Overall you all did a great job, well managed, and I am glad I came."

Another first-time attendee commented, "Really enjoyed my first time at AHP and felt it was well worth the investment. I really enjoyed when the breakout sessions turned to roundtables - that really allowed me to learn so much more."

And still another wrote, "As a first time attendee, I thought the seminar was fantastic and am looking forward to attending more. Not only did I learn valuable information, but I also met some incredible people."

All of the special functions rated well with the Student Party Carnival du Cheval topping the list of favorites. It's pretty hard to top an adorable three-legged pony like Molly. Besides, everyone enjoyed dressing up in brightly-colored beads and feathers.

Although there were a few minor complaints, members in general returned home with happy memories of NOLA and the knowledge that we are not alone in our struggles to survive the economy and master the Internet.

Here are several testimonials that show the value of attending an AHP seminar.

"I always feel this is an essential for my publication and can't imagine not attending. I believe it's even more critical in a tough economy. I truly appreciate the enthusiasm and quality of this membership. I find the other members, caring, nurturing and full of great information."

"I love AHP—the good feelings, the desire to work together – it is the best conference I ever attend. Overall, I just love being part of AHP and this networking forum – it is a wonderful organization filled with and led by wonderful people! I'm sorry it's over for '09."

"I look forward to the AHP Seminar every year because of the consistently excellent planning by the AHP staff. The sessions are relevant; the speakers are top notch and everyone is made to feel welcome and included in every aspect of the conference."

"The 2009 seminar was a fun, lean, well-crafted machine and I know our members returned home with useful knowledge, new friendships and some great experiences from the Big Easy."

As for future seminars, all but one of the 62 participants said they planned to attend (76%) or are considering attending (13%) the Lexington, Kentucky seminar in 2010. The 40th Anniversary Seminar will be held at the Lexington Downtown Hotel and Convention Center on June 17-19. Plans are underway for a full day tour on Thursday.

Many attendees are concerned about selecting San Diego as the host city for 2011 due to higher hotel and travel costs. The AHP Board has scheduled its October 2009 meeting in San Diego to review whether we can make San Diego affordable for members in 2011 or possibly 2012 as well as to discuss alternative sites. Very soon, AHP will be conducting an online survey to determine an updated business model for AHP seminars based on economics, location and member expectations. Please watch for it and participate to assist us in planning for the future.

AHP NEW MEMBERS

PUBLICATION MEMBER

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Equine Affaire, Inc. produces annual horse expos in Massachusetts, Ohio and California that serve the horse industry and horse enthusiasts nationwide. Each Equine Affaire features an educational program featuring the foremost names in the industry and covering a wide variety of equestrian disciplines; an extensive trade show; and specialty pavilions.

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Manna Pro Products manufactures and sells premium animal nutrition and care products across the U.S. and internationally. The company's focus is on equine and specialty species such as rabbits and goats.

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Shawna began training marine mammals in 1984. In 1994, she brought positive reinforcement (some refer as clicker training) to horses. She began her work with Olympic Gold Medalist, Beezie Madden. Since then she has worked not only with professionals and Olympians, but also backyard enthusiasts. She is the author of "You Can Train Your Horse To Do Anything" and "Clicker Training & Beyond" as well as a video. Her work has been featured on Animal Planet, Bud Sports, ESPN and Spruce Meadows Television as well as at Equine Affaire and Equitana.

STUDENT MEMBERS

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Ann is a junior at the University of Arkansas, Fayetteville majoring in Animal Science with minors in Equine Science and Journalism. She aspires to work in the equine industry doing graphic design, web design or photography. She has been in the U of A horse program for two years and owns a seven-year-old Appaloosa gelding. Her photo will be featured on a published handbook and also this year's sale catalog at U of A auction. This summer, she wrote animal science publications for NCAT's ATTRA project.

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Jennifer is a 2009 AHP Travel Award Winner. She grew up on a small horse farm in Kentucky where her family raised Appaloosa horses. She has been riding and working with horses since she could walk. Currently, she is a senior at the University of Kentucky and will graduate with a degree in Ag Communications in December 2009. During her time at UK, she has worked for extension.org and developed countless internet skills. Her future plans involve working with online equine publications and developing websites for horse farms.

SMALL BUT MIGHTY THE POWER OF TWITTER

BY: CHERYL ERPELDING, CEO RIDING'S PUBLICATIONS INC.

After attending our conference in New Orleans, I am motivated to increase our presence on the web and take advantage of social media to reach our readers and help our advertisers. Currently I'm reading Joel Comm's book *Twitter Power – How to Dominate Your Market One Tweet at a Time*. According to Joel we are already in the top 10% of Twitter users since we have 160 followers. You just need 80. *The Horse* has 1,087 and growing daily.

We are currently using Twitter and my goal is to send out a tweet once a day. We normally receive daily and weekly news that is worth posting on our web site's bulletin board. If we receive late breaking news, we post it on the web and then send out a tweet which also automatically goes on our news feed for Facebook. Our tweets may also come from readers who send us news about horses who need rescuing, or maybe we're at a show and send out a tweet about the winner of the Grand Prix class. Then we'll post a photo with captions—all to keep our readers looking to us to give them the latest news about the California horse scene. We also started a weekly e-newsletter and we send out tweets about that.

But don't think your information is limited to the tweet; you can post weblinks in your tweets so your followers can read the rest of the story on your website. This will increase traffic, keep you in front of your readers and help you build your business. We keep a Twitter account for both *Riding Magazine* as well as one for me. People love getting to know you better. I send out tweets about how I'm doing with my own horse, *Riding Magazine's Hot Off the Press*. We recently won a \$200 2'6" Hunter classic and also were the champion in two Hunter divisions. That was worth tweeting about!

And you can send tweets about your customers. If your advertiser has a grand opening, you can help them get the word out, not only in print, but through tweets. Now

that is easy-to-do added value! You can also send out tweets about articles you have coming up. Tweet that your issue is at the feed store, trade show, etc. Tweet about the latest horse that just went up for sale. Your tweets can ask questions. The possibilities are endless.

I personally added two more Twitter followers while writing this column.

If you would like to meet with the small publishers on our monthly conference call, email me for the details. Our next call is Friday, September 25 at 7 a.m. PST.

If you would like to write a column for small publishers please e-mail me cheryl@ridingmagazine.com.

Follow us on [Twitter.com/ridingmagazine](https://twitter.com/ridingmagazine) & [Twitter.com/cherylerp](https://twitter.com/cherylerp)



Cheryl and her horse, *Riding Magazine's Hot Off The Press*
Photo Courtesy Debbie Keough

TALES FROM THE HOME OFFICE

GLASS, DEFINITELY HALF FULL

BY: JEREMY LAW, AHP EDITOR

This year we've worried plenty about how past decisions were affecting our present and future business. But, the bad times are past, the present business is improving and the future seems bright. Like our AHP president, I see the glass as half full, too.

If you have any doubts about how full our glass is, simply read this (or the last) issue's news—rich with free tips and expert information from the seminar, with enthusiastic member feedback and with advice from industry veterans. These are insights that we can pick from and use immediately—this is the support of our association at its best!

And if you ever worry about the future, spend a few more minutes with this month's spotlight on Erica Larson, "I'm an AHP Travel Award Winner! What Now?" Written with the insight of an industry veteran, Erica's piece reassures us that there is an enthusiastic and capable generation of journalists, marketing directors, photographers and editors-to-be, ready to help lead equine publishing into a successful future.

AHP is a beacon whose light shines through to the industry, as evidenced by the new members who join us each day.

When I think about the wealth of experience and wisdom in AHP, the eagerness with which AHP members network with and advise their colleagues, and the influx of new members, I wonder if our half-full glass might soon—and joyously—runneth over.

