

Happy Holidays!

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AMERICAN HORSE PUBLICATIONS *FOR THE RECORD*
DECEMBER 2009



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TALES FROM THE HOME OFFICE A FANTASTIC INVESTMENT

BY: JEREMY LAW, AHP EDITOR

If time is money, and money is money, then the United States Postal Service and its volunteers are making a solid investment in Christmas. Not that Christmas is the only holiday this season, but it's the only one with a mailing address.

The Letters to Santa program resumed this season with several North Pole substations opening around the country, continuing a 234-year-old tradition.

One such substation opened in our neck of the woods in Raleigh, North Carolina. By late November the substation reported receiving about 2,000 letters to Santa.

Volunteers from a local pilot club, a local Girl Scout troop as well as postal service workers responded to all letters with complete and legible return addresses. (For privacy, the volunteers don't see the children's full names or addresses.)

In a time when even holiday cheer might have trouble fighting a soft economy, it's comforting to see such a dedicated investment in an essential, yet occasionally elusive commodity: happiness.



ABOUT THE COVER



Diana DeRosa is a veteran equestrian photo journalist, who has traveled the world and has recorded equestrian history for close to 30 years. An accomplished rider herself, De Rosa understands the horse world from many different angles.

As a language major in college, De Rosa went on to run a riding school, then was editor of an equine magazine for 13 years and eventually

focused on her writing and photography. She has over 1000 published stories and photos to her credit.

A long time member of The International Alliance of Equestrian Journalists, De Rosa has been one of the few journalists to be credentialed to cover the past six Olympic Games (including being on assignment for *USA Today* for the 1992 Olympics). She has also

covered or been on staff at every World Equestrian Games, numerous Pan American Games and World Cups.

Besides being a writer and photographer, De Rosa also owns her own PR firm called Press Link. Some of her past and present clients include the Washington International Horse Show, The Manhattan Mortgage Company, DreamWorks, the American Hunter-Jumper Foundation, and 20th Century Fox.

For ten years De Rosa co-hosted the annual Hampton Classic Horse Show for the local Hamptons' TV Station WWH. She also does some radio reporting and voiceovers. De Rosa enjoys bringing life to her many equestrian stories through her camera lens and keyboard. For eight years until his death on October 11, 2004, she also worked with Christopher Reeve.

For more information about Diana or to view more of her photos visit: www.dianaderosa.net

COUNTING DOWN TO GRADUATION

BY: ERICA LARSON, AHP 2009 STUDENT AWARD WINNER



The past few weeks have been an absolute whirlwind! But as it turned out, they have been some of the best of the year.

I spent a week in Florida with Charlotte Kneeland and the wonderful people from the American Riding Instructors' Association at their annual convention. It was a fun-filled and educational week, and I was lucky enough to make some great new contacts.

After that it was back to school for a week of intense studying before heading down to Virginia to work at the United States Eventing Association convention and 50th Anniversary Gala. It was great to be back with my "family." They gave me my start in this industry and I am forever grateful to them for giving me that chance!

My crazy couple of weeks concluded this past Saturday. I am proud to say that I am now a Michigan State University alumni; my graduation ceremony was almost as exciting as being named the 2009 AHP Student Award winner! I'm in the midst of studying for my last final exams, so wish me luck!

Until next time, have a very safe and happy holiday season! Stay warm!

AHP NEWS

NOMINATE YOUR FAVORITE VISIONARY FOR THE 2010 ANNUAL EQUINE INDUSTRY VISION AWARD

The deadline date for nominations for the 9th annual Equine Industry Vision Award is on or before February 1, 2010. Pfizer Animal Health sponsors the award in partnership with American Horse Publications (AHP) and developed it to recognize outstanding leadership, creativity and meritorious contributions in the equine industry.

The 2010 Equine Industry Vision Award will be presented on June 18, 2010 during the AHP 40th Anniversary Seminar in Lexington, Kentucky. 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.

Since inception in 2002, there have been many worthy nominees for the Equine Industry Vision Award. Anyone is eligible to be nominated, re-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.

Past recipients include Charlotte Brailey Kneeland, Sally Swift, David O'Connor, Stanley Bergstein, John Ryan Gaines, American Quarter Horse Association, Don Burt, and Alexander Mackay-Smith.

To request a nomination ballot for the 2010 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/programs/equine_vision_award/index.asp.



RENEW FOR 2010 - MEMBERSHIP CHANGES FOR 2010

Renewal notices for 2010 membership dues were sent in November. As a reminder, there are several changes to membership categories to meet the needs of members and prospective members. A new category of membership is **Digital Publication Member**. This category is for publications that are published as a digital edition only. The category may include a print publication that has converted to a digital only format or a publication started as a stand alone digital publication. The 2010 annual dues is \$100.

There will no longer be a designation as an **International Member**. Membership in any category will be available to any eligible publication, individual, business or organization, student or website which shares an interest in the equine publishing industry in the United States and outside the U.S. The dues applicable to each membership category will apply.

The **Affiliate Membership** category will be renamed to **Individual Membership**, which better reflects the eligibility for this category that is issued to freelance writers, photographers or other individuals who provide a service to the equine publishing industry and supports the purposes and goals of AHP.

IMPORTANT DEADLINE DATES



January 15, 2010- AHP Horse Industry Survey www.horsesurvey.org

The equine publishing industry can reach more horse owners collectively than any one entity. But, to do that we need AHP members to encourage their readers, members, site visitors and consumers to take part in the survey between now and January 15, 2010. What this means is that all AHP members need to use any and all print and electronic means to encourage their audiences and customers to participate. Placing a link on your site or in your electronic newsletter could give us an added boost in responses on a daily basis. Many of you have already published the release in your publications and posted messages on Twitter, Facebook and your websites and we thank you. But, we need to promote more often in as many places as possible to increase the response rate. And don't forget to send a screenshot of your effort to ahorsepubs@aol.com. Information on the Horse Industry Survey can be accessed at www.americanhorsepubs.org.



January 15, 2010 - 2010 AHP Student Award Contest

Eligible students may access guidelines and application at the AHP website at www.americanhorsepubs.org/students/student_award/index.asp



February 1, 2010 - 2010 Equine Industry Vision Award

Nomination information is also available at the AHP website at www.americanhorsepubs.org/programs/equine_vision_award/index.asp.



On or before March 3, 2010 - 2010 Annual Awards Contest

In recognition of the current economic climate and its 40th Anniversary, the entry fee for the 2010 Annual Awards Contest has been reduced to \$25 from \$30 per entry.

SAVE THE DATES



June 17 - 19, 2010 - 2010 AHP 40th Anniversary Seminar

Hilton Lexington Downtown
Lexington, Kentucky
www.lexingtondowntownhotel.com

September 25 - October 10, 2010 - World Equestrian Games

Kentucky Horse Park
Lexington, Kentucky



Tickets to the 2010 Alltech FEI World Equestrian Games went on sale September 25, exactly one year before the Games arrive in Lexington, Kentucky.

Tickets on sale at www.alltechfeigames.com, www.ticketmaster.com/2010-Alltech-FEI-World-Equestrian-Games-tickets-Lexington/venue/180853 and at all Ticketmaster outlets.

Anyone with special needs, including ADA seating, may call the Ticketmaster hotline at 1-800-745-3000. No tickets will be sold in person or via phone at the World Games 2010 Foundation office or the Kentucky Horse Park.

Tickets for reserved seating will be available to each session of competition of the eight world championships of equestrian sport. The prices range from \$25 to \$150, providing a variety of options for every spectator.

Media Credentialing

To register to receive credentialing application information, please log on to 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
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AHP NEW MEMBERS

DIGITAL PUBLICATION MEMBER

Equestrianmag.com

Online magazine for equestrian enthusiasts

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www.equestrianmag.com

EQUINE WEBSITE MEMBERS

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Equine home care health program

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Susan is a senior level marketing communications professional. Her equine clients include Pfizer Animal Healthcare, Equine Medical & Surgical Associates, *Pennsylvania Equestrian*, *Equine Journal*, *Gypsy Horse Journal* and numerous horse trainers and barns. Clever copywriting is her claim to fame!

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Milt is an attorney who writes and speaks about equine law, copyright, and contracts. After 12 years on the staff of *The Blood-Horse*, he began a freelance career that continues. "Horses and the Law," his equine law blog, can be found at www.thehorse.com, and he's starting a monthly column in *Paint Horse Journal*.

NEWS FROM THE HOME OFFICE

BY: JEREMY LAW, AHP EDITOR



CUTBACKS AT MPA

According to a news brief at Folio.com, Magazine Publishers of America cut 14 percent of its workforce this week, citing "soft economic conditions." A streamlined staff of 30 remains at the MPA offices in New York and Washington, D.C.

To read the full brief visit:

<http://www.foliomag.com/2009/mpa-reduces-staff-more-14-percent>

GOOD NEWS FOR DIGITAL AND PRINT ADVERTISING

Media Daily News reported Wednesday that a survey of 8,500 senior advertising, marketing and media executives revealed that 72 percent will increase their digital advertising in 2010, attributing the increase to "somewhat better" and "significantly better" ROI compared to traditional media.

The survey's results regarding predicted 2010 digital advertising levels trumped the predicted plateaus—and declines—that will face traditional media: broadcast television, radio, newspapers and magazines.

But the print industry shouldn't fret. Nearly half of those surveyed said that despite the increase in digital advertising, print advertising will remain their greatest investment for the coming year.



Read the entire article at www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=119203

GOING "OLD SCHOOL" IN THE DIGITAL AGE...

Online Media Daily reported Wednesday that when it comes to online content sharing, using email is still our favorite. Sharing via email accounts for almost half of all shared content according to ShareThis, whose "ShareThis" button resides at the bottom of millions of online articles and blogs.



The ShareThis data was drawn from their data covering 200 million monthly visitors to 130,000 sites.

The button offers sharing by instant message, Facebook and Twitter, among other options. According to ShareThis, Facebook came in second to email with about 33 percent of all shared content. Twitter placed farther back in the pack with just under 6 percent.

To read the entire article visit: www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=119194