

ahp news

*small publishers
what's your "buy an ad, get a cat?"*

member spotlight

tales from the home office
don't weight to conquer the recession

AMERICAN HORSE PUBLICATIONS *FOR THE RECORD*
FEBRUARY 2009



AHP FOR THE RECORD FEBRUARY 2009 ISSUE

AHP 2008-2009 BOARD OF DIRECTORS

PRESIDENT JENNIFER BRYANT AFFILIATE MEMBER

1ST VICE PRESIDENT

KIMBERLY BROWN THE HORSE

2ND VICE PRESIDENT

SANDY KUCHARSKI THE SENTINEL

EXECUTIVE BOARD MEMBERS

CHERYL ERPELDING CALIFORNIA RIDING MAGAZINE

BRIAN SOSBY EQUESTRIAN MAGAZINE

IMMEDIATE PAST PRESIDENT

PAT TROWBRIDGE BOWTIE, INC.

EXECUTIVE DIRECTOR

CHRISTINE W. BRUNE

DIRECTORS

LAUREN DAVIS BAKER

FLYING CHANGES MAGAZINE

SUMMER BEST

FLORIDA EQUINE PUBLICATIONS

DEAN JACOBSON

VIRGINIA HORSE JOURNAL

CATHY LAWS

EQUINE NETWORK

DIANE RICE

APPALOOSA JOURNAL

PATTY TIBERG

COWBOY PUBLISHING GROUP

JEREMY W LAW EDITOR

JEREMY@360MARKETINGSOLUTIONS.COM

KIM KULERS GRAPHIC DESIGNER

KIM@360MARKETINGSOLUTIONS.COM

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

AMERICAN HORSE PUBLICATIONS

49 Spinnaker Circle South Daytona, FL 32119

PHONE 386.760.7743 FAX 386.760.7728

E-MAIL AHorsePubs@aol.com

WEB SITE www.americanhorsepubs.org

PRESIDENT'S MESSAGE JUDGING IS A TOUGH JOB

BY: JENNIFER BRYANT, PRESIDENT

As I write this, I've just returned from mailing my AHP contest entries. You may well read this in the midst of your own last-minute entry-preparation flurry.

Each year, AHP recognizes excellence in all aspects of equine publishing. The competition is fierce, and to win an award is a coveted honor. I suspect the contest is every bit as competitive as the Academy Awards (minus the lobbying, of course).

What I didn't appreciate until last year was just how difficult it must be to judge these awards categories. You see, last year I had the privilege of judging the AHP student-award contest. To say it was daunting is an understatement. I agonized for weeks over the top-notch entries that lay before me, spread out on my dining-room table: perfect GPAs. Impressive courseloads. Dazzling achievements. Business acumen. Technological wizardry. Flawless letters of recommendation.

I pored over those damned entries morning, noon, and night. When the time came to make a final decision, it was really and truly difficult. The time, energy, and care that each student had taken in preparing his or her entry were obvious. I wanted to give out about ten awards, but I couldn't.

Somewhere during this painful exercise, it occurred to me that I was getting a taste of what it must be like for the AHP contest judges. I mean, when there are 20 or 30 entries in a class, it stands to reason that the judge narrows the field to a few very strong

contenders. The first, second, or even third cut may not be so difficult; it's that last bit that does you in. I would venture to guess that the top-placing entries in an AHP contest category are all equally strong. Any one could have been the winner. It came down to an agonizing decision on the part of the judge.

The point of all this (and I do have one, as Ellen DeGeneres would say) is that I'm going to try to regard the awards contest not as a win/lose affair but as an opportunity to benchmark my work against others' and (just as I do when I enter a dressage show) to obtain a constructive critique from a qualified expert. Not winning hurts a little less when I take home a thoughtful evaluation of my work, with suggestions for improvement. It's an amazing feeling to win, but let's face it, in any given category, most of us don't. So I urge this year's judges to be as constructive as possible in your critiques—and I don't envy the task before you.



AHP MEMBER SPOTLIGHT SARAH BLANCHARD



Sarah Blanchard has four decades of experience training horses and riding students with a special interest in dressage and combined training. She has also written several bestselling equestrian books, including *The Power of Positive Horse Training: Saying Yes to Your Horse*, and *Jump with Joy: Positive Coaching for Horse and Rider*. Blanchard is the owner, publisher and editor of the *Mālama Lio*

Mālama Lio ("caring for the horse") is a monthly publication for the Hawaiian horse community and features—among other things—industry news, horse health, management and training, a calendar of events, editorials, classifieds, show results and riding club news. <http://malama-lio.com/>

When did you fall in love with horses?

I can't remember. I was very fortunate, from a horsewoman's perspective, as my mother and father both loved horses and owned quite a few. My dad used to farm with workhorses on our dairy farm in Connecticut. My mom had her trail horses, and after the cows were sold, we ran a boarding stable. My earliest memories are of riding behind my mom on her Morgan mare, Victoria, sitting on the hard skirts of her western saddle and clinging to her beaded leather belt. My eleventh birthday present was a filly that was born on our farm. As a kid, I tried everything—barrel racing, trick riding, foxhunting, jumping, reining, driving, gymkhana, pulling the neighbor kids on sleds in the snow in winter, swimming the horses across a lake and trying to train for endurance riding. I led a 4H club, taught the neighbor kids to ride, took hunt seat equitation lessons from Victor Hugo-Vidal, and dabbled in dressage before anyone really knew what it was. Essentially, if something had a horse attached to it, I was part of it.

You've authored several equine books, you train horses and riders and you've been a college professor. What led you to also found an equine magazine?

The first book just kind of happened—I was asked to co-author *Carriage Driving* with Heike Bean, who had recently arrived in the U.S. from Germany. She had tremendous knowledge but needed someone to help with the writing process. That experience led me to think about writing another book, a volume on positive horsemanship, so I could collect my ideas about horse training and instructing in one place. The third book, *Jump with Joy*, deals with training beginning riders and green horses to jump, taking a thorough look at the mechanics of balance and safety in jumping—not so much from winning in competition, but in developing a secure seat and balance for any kind of jumping.

After writing the third book, I thought, Now what? I'm a writer and a teacher, so I have this need to convey important information to an audience. What I do in life has to make a positive impact for horses and humans together—for me, that's what matters most.

I first got the idea when I tried to sell a saddle, and I realized there was no statewide print publication to advertise in. To advertise things, people relied on "the coconut wireless," or they drove around the island putting up flyers at the feed store.

I approached *Mālama Lio* as a writer on a mission: I decided this needed to be done, and I would do what I could afford to do as long as I could afford it, without a specific goal of becoming a financial success. Even though I taught college business courses for four years, I'm really a much better writer than a businessperson.

I now work full-time as a facilities manager at Gemini Observatory, so I really have two full-time jobs. And I have two young horses that I train and compete on. I'm also president of a dressage and combined training association. I'm not sure how it all gets done... but I'm blessed with a wonderfully supportive husband and great friends, who help make it all possible.

Mālama Lio just celebrated its first birthday with an increase in the number of pages. To what do you attribute the publication's success?

We're now at 20 pages, up from 12. And I suspect it will expand to 24 pages in a month or two. Still small, and from my perspective that keeps it manageable!

I think *Mālama Lio* is successful because we're willing to print, publish, cover and write about a wide variety of topics and issues. People send all sorts of photos and

news and articles. I'm willing to work with everyone to help promote everything—clinics, rodeos, dressage shows, youth activities, whatever. If it benefits horses, or horses and their humans, we support it.

Frankly, when I started this, I had no idea if it would succeed or for how long. That's a classic business mistake—not having an "end game" in mind, or not having a long-term business plan in place so you can gauge your successes. But it was started as a labor of love. I'm just now putting the business plan together, because now I have a pretty good handle on costs and potential revenues. I was really just guessing, a year ago!

Another success factor, I think, is that I've had experience in pretty much everything—ecommerce and website building, writing, editing, retail sales, marketing and promotion, business and project management, riding, teaching, breeding.

Is either the digital or print format of ML doing considerably better than the other?

The digital format, certainly. We have thousands of readers each month, downloading the PDFs of current and previous issues. I know of several people who go to the website and print off the PDF each month for their friends, thus saving me the cost of printing and mailing issues. One of my next projects is to reorganize the website so people can find the articles more easily from the archived issues. But there are still many people who want the print version, too, and look for it each month at their feed store.

ML is temporarily charging a dollar for its print edition. How is the publication meeting the challenges of the current economy?

We'd like to go back to free print distribution, but that may have to wait for a few more months. We don't mail

enough copies to qualify for bulk mailing, shipping in the islands is always a major cost of distribution, and the post office is raising rates again in May.

Overall, however, we're growing and doing well as more and more people are discovering us. The advertising base is growing, more people are moving or retiring to Hawaii with their horses, and horse owners in general in Hawaii seem to be eager to learn and grow.

How do we keep costs down? Well, I use the term "we" a lot, but it's pretty much just "me" doing the publication. I have one sales person, Purrcynth, who brings in some advertising, but all the editing, design and layout, accounting, marketing, mailing, and shipping is accomplished by me, in my living room, usually in the evenings in front of the TV. Printing is done at the local OfficeMax. Costs were never very high to begin with.

What are some of the unique aspects of Hawaiian horse ownership?

There are veterinary challenges. Heat, rain and mud produce abscesses and rain rot year-round, more so if you live in the wet areas, less on the dry side of each island. Hilo, for example, averages 130 inches of rain a year. A little upslope of Hilo, it's can be lots wetter than that. So feed gets moldy—we've had problems with botulism recently. There can be good pasture in some areas, and keeping a horse on pasture year-round can be very economical, but a lot of pasture grasses are deficient in calcium and other nutrients, causing nutritional challenges. Lava rock wears shoes out really fast.

Transportation is expensive, and necessary. Hay and grain can't be grown here, because those crops need climates that this state just doesn't have. So all hay and grain has to be shipped in by boat from the mainland – and it's really pricey. (think \$35.00 for a 100-pound bale of timothy.) Transporting horses from one island to another

for competition is costly and difficult, usually involving a barge and a 17-hour ocean voyage. We have the Hawaii Superferry running between Maui and Oahu now, so you can transport your truck and horse trailer much more easily between those islands, but the other islands don't have that opportunity yet.

The culture is unique. There's a strong presence of ranch-and-rodeo traditions here, through the paniolo (Hawaiian cowboy) culture. In native equine bloodlines, there's also an influence from old U.S. military sources, which brought in Thoroughbred stallions and ran cavalry remount stations on Hawaii Island and Oahu until the 1930s. Many of the native-bred horses that are most valued for rodeo and ranch work trace back to those sources, and many of the riding and ranching skills that are taught here are unique to that history. Anyone who truly wants to understand Hawaiian horse people and their horses, must learn to appreciate the unique traditions and practices.

Do you have other horse-oriented projects in the works?

I'm trying to convince a few people to start a Hawaii Horse Council—this is the only state that doesn't have one. I've been involved with helping the University of Hawaii at Hilo get an Equine Science program off the ground. We need a veterinary college here.

What do you believe to be the future of publishing?

The present economy is tough, but overall I think its future is strong. Horse owners are readers—they buy books and magazines, they subscribe to online forums, they love to learn new things and talk about their horses. As long as the horse publications are focused on developing skills and knowledge, making people feel good about their progress and helping them make good choices about their animals, they'll do well.

AHP NEWS

AHP MEMBERS SPEAK OUT ON FACEBOOK ABOUT CUTTING COSTS

What is the one thing you have done to cut costs in your personal or business life that you have discovered wasn't so difficult to be without?

Chris Brune

Eating out and shopping. I still eat out occasionally, but always try to take home a doggie bag. Shopping was an addiction anyway, so not going to stores for entertainment will probably save me loads of money. I still shop (I want to support the economy) but limit my shopping trips to only necessities (real necessities.)

Sally Baker

I am following a tip from Oprah's recent show on saving money. I have started saving my receipts for expenses each week so that I truly know how much money I am spending. It is very easy to buy things here and there and not realize the overall dollar amount. I am sure greater awareness will cause me to cut out the frivolous purchases.

Jeremy Law

We stopped using gas to heat our house. We now use our wood-burning stove insert, and are saving at least \$350 each month. Plus, the fire is romantic and chopping firewood is mostly romantic.

Kathy Mezick

I save dollar bills. At the end of each day, I remove all the dollar bills from my purse and put them in a drawer. When the drawer has \$100 in \$1 bills, I put the bundle in a safe place. They add up faster than

you can imagine. That way I always know I have some extra cash in case I become desperate or want to buy something that isn't a necessity.

Jennifer Bryant

We switched from "standard" to "basic" cable TV about 8 years ago and haven't missed it. We get the network channels plus PBS and a few others, and that's it. PBS constitutes the bulk of our TV viewing anyway, so basic works just fine for us and saves at least \$30 or \$40 (maybe more now) a month.

Holly Clanahan

When gas prices escalated, I tried to consolidate my trips into town. (I live about 30 min. from the nearest town of any size.) Trips to Wal-Mart, grocery store, feed store, etc. ... all had to be planned out a bit more. Now that prices have dropped, I've still maintained that habit.

Jennifer Denison

Eating out and daily stops at the coffee shop. Both are now once-a-week occurrences which is better on my budget, healthier and gives me a little extra time to work or exercise at lunch.

Lua Southard

Our bookkeeper comes once every other week instead of once a week.

Pat Raia

We ditched land line long distance for web-based long distance. And I really like the "saving \$1 bill" idea. We save change, but dollars—I'm starting today.

Diane Rice

I dropped my land line several years ago—it was pretty much a \$30-a-month answering machine. Also I downgraded my satellite TV subscription a notch—you're right Jennifer, I don't even miss the other channels, except National Geographic/Caesar Millan, *The Dog Whisperer*. I programmed the thermostat to the low 60s during the day while I'm gone and overnight, and don't eat out nearly as much. Shopping? Only for necessities. I'm also utilizing my work-gained experience by starting a photography business on the side, which I'm thoroughly enjoying. Long live Dave Ramsey (*Total Money Makeover*) and Dan Miller (*48 Days To The Work You Love*).

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



NEW ORLEANS 2009, FREE REIN IN THE BIG EASY



The AHP "Free Rein in The Big Easy" Seminar will be held on June 25-27, 2009 in New Orleans. New for 2009, AHP will be offering a half-day educational workshop on Thursday morning. There will be an additional fee to attend this workshop and the speaker and topic will be announced soon.

The pre-tour activities on Thursday are also "in the works." AHP is considering a river cruise in the afternoon and an evening ghost walk following the welcome reception.

A two-day seminar with a variety of sessions will be held on Friday and Saturday. The focus of this year's seminar will be on revenue building as well as positioning your publication or business to survive difficult economic times.

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

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

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

Stay tuned to the AHP website for developing news and updates.

LEXINGTON 2010, THE YEAR OF THE WORLD EQUESTRIAN GAMES

In October 2008, the AHP Board of Directors met in Lexington, Kentucky at the Lexington Downtown Hotel, www.lexingtondowntownhotel.com the headquarters for the 2010 AHP Seminar. The board meeting conducted association business and Board members toured the hotel facilities. Since Lexington was selected to provide AHP seminar attendees a glimpse into the preparations for the 2010 World Equestrian Games to be held in September that year, the Board invited several guests to join us during the meeting to discuss how the equine publishing industry can partner with the Kentucky Horse Park and the WEG 2010 Foundation.

John Nicholson, Executive Director of the Kentucky Horse Park, agreed that there needs to be a real intimacy between American Horse Publications and the World Equestrian Games. "The 2010 World Equestrian Games is ours in the sense of ownership and a rare opportunity," he said referring to the fact that the Games will be held for the first time in the United States of America. Legacy is the word that dominates his conversation when he speaks about the Games. "Not just the brick and mortar legacy that will be left behind," he said, "but our world will never be the same after experiencing this event. Horse sport in America will be measured by before the Games and after the Games." He felt that every aspect of the event needs to be celebrated. "This event may never come our way again," he said. "It will be an epic moment."

John spoke about the new permanent stadium and the other physical changes being done at the Park in preparation for the Games. He said, "The WEG leadership group wants these Games to be American—celebrating all that we do here with our horses, not just the FEI sports. We are as rich culturally with diversity with our horse world as we are a nation of immigrants."

In regard to the AHP Seminar in Lexington, John feels the AHP convention needs to be physically present as well as to have every opportunity for attendees to see what's here as a great preview of stories to be told.

Holley Groshek, Director of Equine Relations for World Equestrian Games 2010 Foundation, Inc.,

introduced herself and Cathy Rutter, Director of External Relations, by saying that they both wear many hats. She emphasized that it's a real challenge to take on the World Equestrian Games and it's wonderful that it is coming to the United States and the Kentucky Horse Park. She said, "The challenges of having eight disciplines plus bringing horses to North America were not enough. We have also taken on showcasing the other breeds and disciplines in the Equine Pavilion, something which hasn't ever been done before during the Games."

One of the things that Holley is hoping to do with a WEG/AHP partnership is to learn how to get information out to the AHP membership so they can educate all of North America about what a rare opportunity these 2010 Games will be for all horse enthusiasts from the backyard horse owner to all breeds and disciplines.

Cathy added that they didn't want to assume they knew what AHP or their readers want. She hoped that AHP members will provide them with the type of stories their readers would be interested in and the kind of information they need. There are already volunteers from all 50 states and several countries as well as over 60 applications to perform during the event. She suggested that AHP members contact Amy Walker, public relations manager at awalker@feigames2010.org or at 859-255-2010 ext. 235 to discuss specific information of interest to their readers and their ideas for coverage plans before and during the Games.

Cathy said the WEG website, <http://www.feigames2010.org/>, was re-launched the first of the year and is much more interactive and can be a great resource for AHP members. She also mentioned that they will also be doing extensive data research during the event and suggested that members contact them with any specific questions they would like to have asked. She said, "This would be part of the legacy that WEG can leave after the event is over."

WORLD EQUESTRIAN GAMES 2010 INFORMATION Media Credentialing

To register to receive credentialing application information, please log on to

www.feigames2010.org/mediaregister.aspx



To discuss ideas and coverage plans before and during the Games, contact Amy Walker, public relations manager at awalker@feigames2010.org or at 859-255-2010 ext. 235.

Official Housing Bureau of the 2010 Alltech FEI World Equestrian Games

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

AHP NEW MEMBERS

PUBLICATION MEMBER

Canadian Arabian News

Reaching Arabian Aficionados in Canada
Contact: Christina Weese
2421 Kelvin Avenue
Saskatoon, SK, Canada S7J 0T4
Phone: 306-931-7187
Fax: 306-931-0887
news@canadianarabian.com
www.canadianarabian.com
Scope: International
Frequency: 4x a year
Uses Freelance: Writers occasionally and Photographers

CORPORATE MEMBER

Terregena, Inc.

Animal health-cooling, pest control
Contact: James D. Skinner
10517 Whitestone Road
Raleigh, NC 27615
Phone: 919-789-0306
Fax: 919-789-0306
jskinner@terregena.com
www.terregena.com
Terregena, Inc. provides all-natural, organic fly-specific biopesticides (no toxins) and equine evaporative cooling systems for the agricultural, animal health and veterinary markets throughout North, Central and South America. Terregena focuses on research based products developed from new technologies that are natural – animal, human and environmentally friendly.

AFFILIATE MEMBER

Vanessa Wright

Equestrian exhibit for public libraries
www.theliteraryhorse.com
Vanessa is the creator of The Literary Horse: When Legends Come To Life, an equestrian exhibit touring public and school libraries through 2012. She is also an author, photographer, and teacher who has received eleven awards for professional excellence and published more than 300 pieces through equine and mainstream outlets.

EQUINE-RELATED WEBSITE MEMBERS

EquestrianProfessional.com

Business support for professional equestrians
Contact: Elisabeth McMillan
1936 Hobo Shaw Road
Lewisburg, TN 37091
931-652-7215
lizzy@equestrianprofessional.com
www.equestrianprofessional.com

AHP NEW MEMBERS - CONTINUED

ASSOCIATE EQUINE-RELATED WEBSITE MEMBERS

Equine411.com

Equestrian search engine
Contact: Christine Mazur
#105-26730 56th Ave.
Langley, BC V4W 3X5
Phone: 800-663-4802
Fax: 604-607-0533
info@equine411.com
www.equine411.com

HoofCare.com

Contact: Fran Jurga
P. O. Box 6600, 19 Harbor Loop
Gloucester, MA 01930
Phone: 978-281-3222
Fax: 978-283-8775
FranJurga@earthlink.net
www.hoofcare.com

USeventing.com

Official website of U.S. Eventing
Contact: Emily Daily
525 Old Waterford Rd. NW
Leesburg, VA 20176
Phone: 703-779-0440 x 3015
Fax: 703-779-0550
emily@useventing.com
www.useventing.com

STUDENT MEMBERS

Katherine Bonnie Bailey

Middle Tennessee State University
1711 Shady Lane
Pulaski, TN 38478
Phone: 931-638-4097
Katbonbailey@yahoo.com

Katherine is a senior at Middle Tennessee State University majoring in Mass Communications with a concentration in Newspaper/Magazine Journalism and minoring in Global Studies and Marketing. She has been riding for 12 years and competed in numerous 4-H events in high school. Recently, she enjoyed volunteering at LegUp Therapeutic Riding Center. She worked for the MTSU News and Public Affairs Office for two semesters and is currently doing a practicum there. She had several news and feature articles published in The Record, a campus publication and hopes to eventually work for an equine publication.

Kristin Bednarski

University of Kentucky
3001 Ballard School Road
LaGrange, KY 40031
502-649-6312
Kristin-bednarski@uky.edu

Kristin is a junior at the University of Kentucky majoring in journalism. She has been riding since she was seven years old. She was an active pony club member and competed in eventing through middle, high school and part of college. She went to UK for journalism and has interned at The Blood-Horse magazine for three years. She wants to be an equine journalist when she graduates.

SMALL BUT MIGHTY WHAT'S YOUR "BUY AN AD, GET A CAT?"

BY: CARL LANDAU

My 15 minutes of fame has lasted for over 20 years. In the mid-eighties I ran an in-house ad titled "Buy an Ad, Get a Cat." in my nerdy *Computer Language* magazine.

I get asked hundreds of times a year about "that cat thing." Since then I've been ripped off by dozens of the campers/attendees at my Camp Niche (<http://campniche.com/>) events. "Buy an Ad" get a... horse, ant farm, brother-in-law, lobster. You name it and my wonderful attendees have stolen and substituted what they're hawking for my precious putty tat.

Now, I'm not going to go into the whole "cat story" here. But, what I'll share with YOU is the idea behind it.

90% of today's ad salespeople are vanilla boring ad people. They call up and ask: How are you doing? How's the ad working? Did you get the media kit? (By the way, do these media buyers eat these kits? What do they do with them?).

You need to do something that separates yourself from the pack of ad sales people. I know a guy Howard Lutzk that works for *Hydro Review*. Howard told me he sells tons of advertising because of his BBQ sauce. He calls himself "Hydro Howard" and rolls around tradeshows handing out this delicious BBQ sauce that he makes himself and it's got this freakish image of him on the bottle. The more BBQ sauce he peddles, the more sales he makes.

Many years ago I met a woman from *Bon Appétit* who told me that she was famous and successful because of her brownies. What? She said with every call to an agency she arrived with her special freshly baked brownies. Everyone in the agency would immediately smell the tray and she would walk out with the schedule.

David Beckler from *Woodworkers Journal* is one of my favorite Camp Niche alumni. He's one of the most successful ad sales people I've ever met. He wears these

crazy loud Texas shirts. You can't forget him. He rides around the aisles of tradeshows handing out gas cards to clients like candy and was one of the first ad sales people that developed a fun e-newsletter (<http://ads.wwwj.info/ADUpdates/Sept07.html>) for his prospects and clients. If he's late with the news they call HIM.

OK, some of you are saying this is a bunch of hooley (or something worse). Yes, you've got to be a great sales person to be super successful, do consulting selling, ask the right questions, and engage them in a real conversation. But, if you don't have some way for people to remember you -- believe me, they won't.

Hey, I've lasted a full 9 lives by taking crazy chances and never being afraid to fail. Take a risk, set yourself apart, and don't be afraid to fail either!

Carl Landau (carl@campniche.com) is the Grand Poobah of Niche Media. He has created 3 different events and a monthly e-newsletter just for niche magazine publishers, ad directors and ad reps at www.nicheworldheadquarters.com.



That's right, you can reach 55,000 software developers with your advertising message and get a free cat to boot. We're talking genuine felines with shots, spayed, declawed -- the whole nine yards.
Just call **800-GET-A-CAT** and we'll ship immediately. Just let us know how to ship:
--- UPS
--- UPS Blue Label
--- Overnight
--- Bulk Mail
Advertise today (415) 397-1881. We're standing by ready to punch holes in boxes.

TALES FROM THE HOME OFFICE DON'T WEIGHT TO CONQUER THE RECESSION

BY: JEREMY LAW, EDITOR

This could have been a column about improving your finances. We could review the common sense ideas of monitoring every dollar you take in or spend. We could discuss ways you could trim your grocery bill or heating costs. We could debate the finer points of tracking investments to see whether they're yielding returns.



Instead, for a few moments, let's talk about a different, equally important economy: that of your health.

Monitoring this economy is easy, can save you money and will better prepare you for those times when you do have to fret over the recession, your finances or tough business decisions.

Do you know how many calories you eat and burn in an average day? Considering nearly 70 percent of Americans are overweight or obese, many of us aren't keeping track. We wouldn't run our businesses without keeping track of the money we take in and expend, but some of us completely ignore our caloric economy. And what good is all the office work you're doing if you don't survive long enough to reap the rewards?

Even if you're slim, it pays to know how much saturated or trans fat you're consuming and where most of your calories are coming from. Those afternoon bags of popcorn or the happy hour beers and cosmos can really add up. Keeping track of calories and nutrients isn't difficult, and you'll quickly get good at estimating different foods' weights and volumes. There are three easy options for this.

1. If you have an iPhone or iTouch, download the free Lose It! program from the iTunes store. It has the nutritional information for thousands of ingredients, restaurant dishes and supermarket foods and will track your daily calories, nutrients and exercise.

2. Sign up for the free calorie and exercise tracker at www.SparkPeople.com. There are advertisements, but the database has the nutritional information for most everything you'll eat and you can start a program for losing weight or just healthy eating. If your favorite dish is missing from the database, you can enter it and its nutritional information. Also, you can log on to search and add foods using your Blackberry at www.mobile.sparkpeople.com.

3. There are still pen and paper. Visit your local bookstore or favorite online retailer to pick up the small, paperback reference, *The Calorie King Calorie, Fat and Carbohydrate Counter 2009*. It's basically a printed version of the database available with the other two options and it can travel with you wherever you go. Look up foods and write down what you're eating, and later plug those numbers into a spreadsheet.

The first two options will automatically calculate the calories burned by wide range of exercises. If you're calculating your own expenditures, you could consult one of several online lists and record the numbers for, say, an hour of your favorite activities. You can multiply or divide that baseline hour depending on the length of your session. Some lists include activities like "electrical work" and "jai alai," so you should be covered.

Recording your daily intake for a week will give you enough information to see your daily average of calories and nutrients. Then you can decide where you need to go. With regard to simple calories, decreasing your net caloric intake by about 250 calories a day will correspond to a loss of about ½ a pound per week.

And as supported by a recent medical study, it's your simple caloric intake—more than what diet you're on—that decides whether you gain, maintain or lose weight.

Beyond calories and exercise, tracking your water intake and sleep are also important. These are easily remembered, but if you document them it will make sticking with the daily goals easier. Aim for 48 to 64 ounces of water or other beverages depending on your activity level, health and environment; caffeinated tea and coffee can contribute to your hydration, but they shouldn't be all you drink. And with fewer than 7 hours of sleep you could be undermining your new diet and exercise regimen.

Don't underestimate the power of easy healthy living, especially in these tough times. Just like a business budget, once you start tracking the numbers it's easy to see where you can make the most effective improvements.

Your healthy living will keep you better prepared to handle the stresses of work and daily life, and can help prevent expensive and serious health problems in the future. If you don't have any stress in your life and have been promised a life-long, clean bill of health, then just do it because you're worth it.