

on a positive note

*new members*

*ahp news*

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**AMERICAN HORSE PUBLICATIONS** *FOR THE RECORD*  
*FEBRUARY 2010*



## AHP FOR THE RECORD FEBRUARY 2010 ISSUE

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## ON A POSITIVE NOTE

Tired of all the gloom and doom you hear everyday from the media? Then it's time you get some good news. Below are some bits of positive news that are sure to brighten your outlook.

### Good News for Publishers - "Magazines, The Power of Print"

This video introduces a new ad campaign that promotes not just the enduring strengths of the medium but also spotlights consumer commitment to magazines.

<http://www.magazine.org/NEWS/magazines-the-power-of-print-campaign.aspx>

### Jobs in Our Industry on the Rise

Maybe you haven't noticed, but there have been 14 job postings on the AHP CareerTrack page just in this first quarter and it's not even over yet.

[http://www.americanhorsepubs.org/career\\_center/career\\_track/](http://www.americanhorsepubs.org/career_center/career_track/)

### AETA International Trade Fair Continues Growth Trend

Continuing a trend of growth, the AETA International Trade Fair featured more than 70 new exhibitor companies and a record 907 buyers and 438 stores attending the show from across the United States, Canada, England, Ireland, South Korea and Brazil.

[http://www.americanhorsepubs.org/news\\_updates/5784.asp](http://www.americanhorsepubs.org/news_updates/5784.asp)

### AHP Equine Industry Survey Results Positive

"This survey shows some good news: Even during current times with a struggling economy, a majority of respondents expect to be able to continue participating in the equine industry at the same level that they are now; some even expect to increase their levels of participation over the next few years," said Dr. Stowe. Dr. C. Jill Stowe provided consultation and data analysis services for data collection and analysis to the AHP. Dr. Stowe is an assistant professor of Agricultural Economics at the University of Kentucky. Complete survey results are expected to be released soon, so stay tuned.

[http://www.americanhorsepubs.org/news\\_updates/5796.asp](http://www.americanhorsepubs.org/news_updates/5796.asp)

### A Marketing Idea That's Cheap and Effective

Paid-Search ads are a cheap tool to test campaign messages. Find out more on this marketing tool to extend your marketing dollar or as a sales device for increasing your online ad subscriptions.

[http://www.mediapost.com/publications/?fa=Articles.showArticle&art\\_aid=124416](http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=124416)

### Print Magazine Advertising to Grow in 2010 Despite Popularity of Online

For first time, however, spending on digital expected to outpace print.

<http://www.foliomag.com/2010/print-magazine-advertising-grow-2010-despite-popularity-online>



**ONLINE MEDIA DAILY**

## AHP NEWS

### AHP SELECTS THREE STUDENTS AS 2010 TRAVEL AWARD WINNERS

In 2009, AHP expanded the Student Award Contest to include up to three \$750 travel awards to attend the AHP annual seminar. This year, three more lucky and talented students will be traveling to the 2010 AHP 40th Anniversary Seminar in Lexington, Kentucky, on June 17-19. The students will have an opportunity to meet leading equine publishing professionals and discuss career possibilities during the three days of educational sessions and related activities.

American Horse Publications is pleased to announce the three Travel Award winners for 2010.

**Laura Villasana** is a two-time winner of the AHP Student Travel Award, having also earned the honor in 2009. She is a junior at the University of Kentucky majoring in Journalism and Spanish. She has traveled to 17 different racetracks across two countries, two Thoroughbred training tracks, the North American Racing Academy, eight farms and attended numerous Thoroughbred sales. Since the age of 12, she has interviewed many owners, trainers, jockeys, exercise riders and grooms. These interviews and her numerous racetrack photographs result in articles on the horses and people in the industry, written in both English and Spanish.

She has worked for *The Special at Keeneland*, *The Saratoga Special* and *The Thoroughbred Times* in her pursuit to become a professional Thoroughbred horse racing photographer and sports journalist. She wants to show the world that all the members of the industry have stories to tell and to show the emotion and commitment that there is for the sport as well as the passion.

She has begun her own photography business where she hopes to focus on photography full-time as well as establish her own Thoroughbred industry magazine.

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

**Hailey Elin Harroun** is a senior at Oklahoma State University where she double majors in Pre-Veterinarian Animal Science and Agricultural Communications. She grew up on an Angus cattle ranch in northeastern Washington and showed horses, cows and chickens in 4-H for 12 years. She competed in several events with her two Quarter Horses, and has taken hunter/jumper lessons as well as rode with a working cow horse and reining trainer for almost three years.

On campus, Hailey was treasurer and then subsequently president of the OSU Horseman's Association. Events she coordinated included 4-H horsemanship and judging clinics, the Oklahoma Equine Special Olympics, Tulsa State Fair horse show management and Remington Park racetrack tour.

In 2007, she interned with Deer Park Veterinary Clinic as an equine breeding and foal care assistant. In 2008, she interned with the American Quarter Horse Association, writing 19 articles for the association's three publications.

Hailey has been accepted to the Colorado State University College of Veterinary Medicine. She plans to specialize in equine orthopedic surgery and aspires to use her agricultural communications degree to write veterinary health articles for equine publications.

Hailey is the daughter of Patrice Johnson of Bellingham, Washington, and Steve Harroun of Rice, Washington.

**Jada Buchanan** is a senior at Ball State University where she majors in Public Relations and minors in Communication Studies. She has been riding and showing since she was a preschooler and credits horses with instilling confidence in her abilities. Whether it was winning her first ribbon or being named Congress Champion for her speech on Secretariat, she feels the equine world has helped shape her positive attitude and abilities.

Since elementary school, she has always preferred to write about topics from the equine world. She intends to pursue a career in the equine industry where she can promote the positive attributes of having a horse in your life. She says it will be her way of repaying her horses for their contributions to her accomplishments.

Jada is the daughter of Jim and Valerie Buchanan of Greencastle, Indiana.

High school seniors and undergraduate college students pursuing a career in equine publishing were eligible to compete for the 2010 AHP travel awards. Applicants were scored on the following criteria: academics, relevant experience, skills/abilities, presentation of materials, and career goals/assertiveness. All Student Award applicants receive a complimentary student membership and complimentary seminar registration for the 2010 seminar in Lexington. Applicants who applied in 2010 and meet eligibility are encouraged to apply for the 2011 Student Award.

Committee Chairman Cheryl Erpelding reports, "The 18 students who applied for this year's award were very talented and the competition was tight. It's a promising sign for the future of equine publishing."

The three travel award winners will be interviewed at the Lexington seminar and one student will be selected as the 2010 Student Award winner. The Student Award winner will win a cash award of \$1,000 plus an all expense paid trip hosted by Publishers Press to one of their Two-Day Customer Education Seminars in Louisville, Kentucky, to have a unique experience to learn the printing process. The 2010 Student Award winner will be announced on Friday, June 18, 2010 at the Student Award Party held during the AHP Seminar in Lexington.

The Student Award program, started in 1993, was initiated to promote awareness to students of the career opportunities available in equine publishing. "This program has been a win-win for both the students and the association," says AHP Executive Director Chris Brune. "Not only does it offer students a chance to learn about a career they may be passionate about, but it also has given equine publishing a long list of talented young people who are an asset to our industry and our association."

American Horse Publications offers students interested in a career in equine publishing with several opportunities to participate in its association. To request information about any of AHP's student programs, please contact: Chris Brune, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119; (386) 760-7743, e-mail: [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com). Information is also available online at the AHP web site at [www.americanhorsepubs.org](http://www.americanhorsepubs.org) under Students.

## BOOKMARK THE AHP LEXINGTON SEMINAR BLOG



<http://ahpseminar.blogspot.com/>

By Chris Brune, Executive Director

The AHP Annual Seminar is highly motivating and provides positive learning experiences for all levels. It also gives members a chance to mingle and communicate with fellow AHP members and other equine industry professionals. The 2010 AHP 40th Anniversary Seminar will be held at the Hilton Lexington/Downtown Hotel ([www.lexingtondowntownhotel.com](http://www.lexingtondowntownhotel.com)) in Lexington, Kentucky on June 17-19.

It's hard for me to comprehend that AHP is 40, because then I have to admit that I've been part of the association for over 35 years. I can't even say I began as a student member.

I began my involvement as staff of an equine publication. Back in the day, the association consisted only of equine publication members. We were a group of a few close friends. Today, there are only a handful of us active members who remember those early seminars in Washington, DC.

I am so proud of our association and the journey we've traveled through the ups and downs of equine publishing. I love the diversity of our current membership and the constant need to step up our game. Posts to this blog are to inform members of the plans for the upcoming seminar in Lexington. We will keep prospective attendees up-to-date on news regarding the activities leading up to the seminar. We will also post during the seminar to provide members unable to attend with an opportunity to learn along with us and experience the 40th

celebration.

To help members prepare to attend the 40th Anniversary Seminar, announcements and news will be posted to this blog, FaceBook, Twitter and the AHP web site at [www.americanhorsepubs.org](http://www.americanhorsepubs.org).

To get us started, several AHP members who live in the Lexington area have provided attendees with interesting facts and places to visit while in Lexington. The following posts are available at the blog:

### Step Back in Time at Mary Todd Lincoln House

posted by Rick Capone

<http://ahpseminar.blogspot.com/2010/02/step-back-in-time-at-mary-todd-lincoln.html>

### More Than Horses at the Kentucky Horse Park

posted by Rick Capone

<http://ahpseminar.blogspot.com/2010/02/more-than-horses-at-kentucky-horse-park.html>

### Old Friends Sanctuary and B&B

posted by Marti McGinnis

[http://ahpseminar.blogspot.com/2010\\_01\\_01\\_archive.html](http://ahpseminar.blogspot.com/2010_01_01_archive.html)

If you are an AHP member and would like to submit posts to the AHP Seminar Blog, please contact me at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com).

Come celebrate with us in Lexington. I look forward to seeing you there!

### BOOK YOUR HOTEL RESERVATIONS FOR THE AHP LEXINGTON SEMINAR ONLINE

The AHP "40th Anniversary" Seminar will be held on June 17-19, 2010 at the Hilton Lexington / Downtown. Overlooking Triangle Park, the Hilton's stylish accommodations reflect the rich history of the Bluegrass and feature comfortable furniture, inviting décor and modern lifestyle amenities, including executive desks, cable TV with premium channels, wireless high - speed internet, dual-line telephones with voicemail, data ports, refrigerators, bottled water, room service, and plush Sleep Number Beds. The landmark hotel is central to scores of exciting Lexington attractions, restaurants, shopping, museums, and entertainment venues. AHP attendees will enjoy an extraordinary hotel

experience with distinctive service, inviting ambiance and deluxe lifestyle amenities, including indoor heated pool and spa, business center, fitness club, WiFi, meeting and event space, airport shuttle, a jewelry store, and Lexington's hottest dining and nightlife.

The AHP Hotel Group Rate offers AHP attendees two levels of accommodations.

Standard Room: \$119 Single or Double 2pp, \$10 additional person

Executive Club Floor Room: \$144 Single or Double 2pp, \$10 additional person.

(Applicable local and state taxes not included in above rates)

### Cutoff date for reservations is May 28, 2010.

Rates are good from June 12, 2010 - June 23, 2010 based on availability.

Online room reservations: 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 Hilton Honors account number if you have one.

[http://www.hilton.com/en/hi/groups/personalized/LEXDTHF-HORSEP-20100612/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/LEXDTHF-HORSEP-20100612/index.jhtml?WT.mc_id=POG)

Phone room reservations: Call 859-231-9000 and use the American Horse Publications group code (HORSEP).

Hotel address:  
Hilton Lexington / Downtown  
369 West Line Street  
Lexington, KY 40507  
Phone: 859-231-9000  
[www.lexingtondowntownhotel.com](http://www.lexingtondowntownhotel.com)

**EQUINE PHOTOGRAPHERS NETWORK ANNOUNCES TWO EXCITING JUNE IN KENTUCKY PHOTOGRAPHY WORKSHOPS WITH SHELLEY PAULSON AND GABRIELE BOISELLE**

Equine Photographers Network (EPNet) will hold two Photography Workshops in Lexington, Kentucky on June 15 and 16, and June 20 and 21, 2010. Scheduled conveniently around the American Horse Publication's 40th Anniversary Seminar, these two-day workshops will use as backdrop some of the finest racehorse facilities in the world. Participants will have the opportunity to take photos of new born foals as well as sleek young race horses at exclusive farms in the Lexington area.

The first workshop will be on June 15 and 16 and led by popular portrait and equine photographer Shelley Paulson. This two-day workshop will include hands-on sessions at private thoroughbred stud farms as well as a shoot at the famous Keeneland Racetrack. A special treat will be the privilege of photographing special needs children and the horses used in their program.

This workshop specifically invites photographers who wish to learn Shelley's winning technique of blending portraiture with the skill to examine the intimate bond between horses and the humans they captivate. Photographers will be able to take advantage of the rich colors of the Kentucky bluegrass and white fenced landscapes of private farms to capture some of the most beautiful and valuable racehorses in the world.

<http://events.equinephotographers.net/ky10/gbwkshp/>



Photo Courtesy Carien Schippers. Gabriele Boisselle's Saratoga workshop in 2008.

Following the AHP Seminar on June 20 and 21 Gabriele Boisselle, one of the world's leading equine photographers, will lead a workshop specifically for enthusiasts wishing to gain a better understanding and working knowledge of their DSLR while improving their photographic vision of horses.

Gabriele's mission in her photographic work is to capture the soul and essence of the horse and she will share her passion and knowledge with the workshop participants while focusing on the technical basics of creating successful equine photography. Photo reviews will help insure participants are provided with fail-proof skills for consistently good horse images. The workshop specifically invites photographers who want an intense learning workshop focused on technique. Gabriele's passion for horses, photography and travel are sure to captivate, entertain and inspire.

Both sessions are limited to 12 spots, so you are encouraged to sign up early to insure a place. The headquarters for the workshop will be at the nearby Versailles historic Woodford Inn. Transportation, meals, snacks and drinks are included in the workshop fee.

For more information visit the website: [www.equinephotographers.org](http://www.equinephotographers.org) or contact EPNet, Carien Schippers, Email: [info@equinephotographers.org](mailto:info@equinephotographers.org), Phone 607 865 5215

**AHP NEW MEMBERS**

**PUBLICATION MEMBER**

**The P.R.E. Horse**

Everything about P.R.E. Horses  
Contact: Barb Clark  
4001 Juan Tabo NE Ste. D  
Albuquerque, NM 87111  
Phone: 505-294-0800  
Fax: 505-294-0812  
[foundationabq@qwestoffice.net](mailto:foundationabq@qwestoffice.net)  
[www.prehorse.org](http://www.prehorse.org)

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[www.drrosesremedies.com](http://www.drrosesremedies.com)  
Dr. Rose's Remedies skin treatment salve and spray are topical products used on horses, dogs, and cats. They are anti-bacterial, antifungal, antiviral and antispasmodic. They cool, moisten and nourish the skin. Excellent for rain rot, scratches, hot spots, cuts, abrasions, lacerations, abscesses, burns, wounds and more.

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Lucky Bucky® Clothing offers a casual apparel line with humorous and clever, equine-themed trail shirts, tees with attitude, heartfelt tees, tanks, hoodies, cool caps and gifts for horse lovers. The Lucky Bucky® brand is not breed or discipline specific. Both Western and English riders wear the Lucky Bucky® brand.

## COLLEGE/UNIVERSITY MEMBER

### Colorado State University

Equine Sciences  
Contact: Mr. Gary Carpenter  
CSU Equine Sciences  
701 S Overland Trail  
Fort Collins, CO 80523-1679  
Phone: 970-491-8373  
Fax: 970-491-8419  
gary.carpenter@colostate.edu  
<http://equinescience.colostate.edu>

Colorado State was the first land-grant university to offer a Bachelor's degree in Equine Sciences. Enrollment in the major has steadily increased since the fall of 1986. Administered by the Colleges of Agricultural Sciences and Veterinary Medicine and Biomedical Sciences, the Equine Sciences curriculum provides the flexibility for balancing a rigorous biological science program with practical experience coupled with business electives. Equine Sciences students now have the opportunity to take advantage of over 22 equine specific classes offered by the program. The practical courses give students the opportunity to increase their hands-on skills and learn about new and exciting changes occurring in the industry. Practical courses coupled with the business and foundation science classes give CSU Equine Science majors an advantage when entering the ever changing equine industry.

## ASSOCIATE EQUINE-RELATED WEB SITE MEMBER

### NRHA.com

Reining association and magazine web site  
Contact: Christa Morris  
3000 NW 10th Street  
Oklahoma City, OK 73107  
Phone: 405-946-7400  
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cmorris@nrha.com  
[www.nrha.com](http://www.nrha.com)

## EQUINE-RELATED WEB SITE MEMBER

### CharlesWilhelm.com

Horse training, DVD, books, tack sales  
Contact: Charles Wilhelm  
6496 Crow Canyon Road  
Castro Valley, CA 94552  
Phone: 510-886-9000  
cwtraining@comcast.net  
[www.charleswilhelm.com](http://www.charleswilhelm.com)

## DIGITAL PUBLICATION MEMBER

### HYP

Horsemen's Yankee Pedlar Digital Magazine  
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Liz is a freelance writer and editor specializing in horse health and welfare topics. She has had work published in *The Horse* and *The Blood-Horse*, as well as several Canadian publications including *Horse Care Magazine*, *Horse Sport* and *Horse Canada*.

### Elena Tito

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## STUDENT MEMBERS

### Hailey Elin Harroun

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Hailey is one of the 2010 AHP Student Travel Award Winners. She is a senior majoring in Animal Science and Agricultural Communications. She will be going to veterinary school at Colorado State University in the fall. She plans to write equine medical and health articles and specialize in equine orthopedic surgery.

### Lisa Kucharski

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2 Grant Court  
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Woodstock, IL 60098  
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ponygirl313@yahoo.com

Lisa is a freshman majoring in Communications/Journalism with a minor in Equine Science. Growing up around horses, Lisa has always known that she wanted her career to be in the horse industry. Twelve years of 4-H has provided her with extensive hands-on experience from basic care to state champion level competition. She's gained knowledge through horse bowl, hippology and judging and developed a passion for communications through public speaking. Attending AHP seminars over the last 10 years with her mother, who is editor for *The Sentinel*, has exposed her to the world of equine publishing and discovered a potential career path combining her love of the horse with her aptitude for writing, creativity and speaking. She is starting her journey as staff writer for her college paper, *The Index*.

### Sonya Julie

Western Dakota Technical  
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sjk372@msn.com

Sonya's goal in equine publishing is to write articles for equestrian publications which includes magazines, local equine newsletters/newspapers, and for equestrian travel-related publications. She plans to write equestrian-themed fiction and is presently working on a book. Currently, she is an online student at Western Dakota Technical Institute in Rapid City, SD, where she is pursuing an Associate degree in Ag-Resources Tech with an emphasis in Equine Business Management. She also has a Bachelors of Business Administration. She rode horses when she was a child and has been riding again for the past five years as an adult. She enjoys trail riding, equitation, and Hunter/Jumpers. She also enjoys volunteering at the local equestrian therapeutic center as a side-walker. Her publishing experience includes writing for her company newsletter over the past eight years. Her articles cover topics such as travel, equestrian activities and gardening. She plans to start a blog related to equestrian travel. Being a professional writer is her career goal so she was excited to find this organization and believes it will be a perfect fit for her interests.