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



## **AHP FOR THE RECORD** JANUARY 2010 ISSUE

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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](http://www.americanhorsepubs.org)

## **NEWS FROM THE HOME OFFICE HELPING IN HAITI**

BY: JEREMY LAW, AHP EDITOR



Few news articles or broadcasts are without extensive coverage of the devastation following the earthquake in Haiti. Fortunately an increasing number of stories are of relief, fortitude, compassion and philanthropy.

A new view of the relief efforts, which is gaining news coverage, focuses on efforts to help Haiti's animal population. Horses and donkeys are definitely among that group, though most of that population is comprised of dogs, goats, pigs, chickens and cows.

Haiti's animal population was (according to many animal welfare groups) in poor shape before the earthquake. Few dogs were vaccinated for rabies and much of the country's livestock owners don't have access to medicine to treat even the most common livestock illnesses.

The Animal Relief Coalition for Haiti (ARCH) has been created to help. The coalition is jointly led by the World Society for the Protection of Animals (WSPA) and the International Fund for Animal Welfare (IFAW) in partnership with over a dozen leading animal protection organizations.

The health of Haiti's animal population is as much an issue for the animals' welfare as it is for the welfare of Haiti's human survivors. Healthy animals will support the rebuilding of Haitian agriculture, and help keep human survivors safe from numerous, preventable illnesses.

To read more about ARCH and the efforts in Haiti visit [www.ifaw.org/ifaw\\_international/media\\_center/press\\_releases/1\\_26\\_2010\\_60129.php](http://www.ifaw.org/ifaw_international/media_center/press_releases/1_26_2010_60129.php)

or

[www.prnewswire.com/news-releases/american-humane-association-joins-on-the-ground-animal-response-team-in-haiti-82802312.html](http://www.prnewswire.com/news-releases/american-humane-association-joins-on-the-ground-animal-response-team-in-haiti-82802312.html)

You can also use Facebook to follow The Humane Society of the United States and its efforts in Haiti at

[www.facebook.com/humanesociety](http://www.facebook.com/humanesociety)



## AHP NEWS

### IT'S TIME TO SELECT YOUR ENTRIES FOR THE AHP 2010 AWARDS CONTEST FOR MATERIAL PUBLISHED IN AND DATED 2009.

Rules and entry forms are available online for download at [www.americanhorsepubs.org](http://www.americanhorsepubs.org) or by contacting Chris Brune at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com).

Here are the new or changed items for 2010.

#### Entry Fee Reduced

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

#### Student Member Entry Fee

There is NO ENTRY FEE for Student Members for up to 3 entries. Additional entries over 3 are allowed at \$10 per entry fee. A Student Member cannot submit more than two entries per class at no charge. Student entries are not required to be published in an AHP member publication, but must be published in 2009. Student members are eligible to enter any classes designated for Student members or all AHP members.

#### General Instructions

The required size for mounting spreads and tabloid entries remains at 12" x 18", but may be adjusted to fit a Federal Express or UPS box.

All entrants are required to submit the Master Entry Form as an Excel file. If you do not have Excel software, please contact the AHP office at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com) or 386-760-7743.

#### Photography Division

The photography division is now open to all members and includes three NEW classes.

#### Open Editorial Action Photograph (print or electronic)

Performance horse(s) in competition, training or work including extreme action sports such as rodeo, racing, jumping, obstacles, as well as horse(s) at liberty. Horse(s) must be in motion.

#### Open Editorial Human-Animal Bond Photograph (print or electronic)

Photo must illustrate the bond between horse and human and include a horse with a person, or parts of horses and humans interacting.

#### Open Editorial Still Photograph (print or electronic)

Photograph may be a portrait or scene. Subjects may not be in motion.

Photographs must have been published in and dated 2009 as part of editorial content. Photos used on front covers as editorial are eligible. Mount tearsheet or screen shot of the photograph to be judged and attach a copy of entire article in which the photograph was published to the back of the entry. Do not send original photo.

Original photograph must have been published in an AHP Member Publication, Digital Publication, Equine-related Web site, or Associate Equine-related Web site dated 2009. Photograph may be black and white or color.

#### Electronic Media Division

NEW Class added:

**Digital Publication** (requires membership in this category)

**Equine-related Blog** entries must consist of three posts.

**Online Equine-related Advertisement** (Still) and (Animated) were combined into one class.

A screen shot of electronic entries is required for identification purposes only.

#### General Excellence Division

**Overall General Excellence Equine-related Web Site** award will be presented to one of the winners in the Equine-related Web Site and Associate Equine-related Web Site classes. If these two classes have to be combined, the General Excellence Award will not be presented.

#### Merial Human-Animal Bond Award

Qualified entries may include written articles published in an

AHP Member Print Publication, Digital Publication or at an Equine-related Web Site or Associate Equine-related Web Site dated 2009.

#### Classes no longer offered due to lack of entries over several years

- Equine-related Newsletter (Print)
- General Excellence Self-Supported Free Publication (Any Format)

#### 2010 Membership is required

In order to enter the 2010 Awards Contest, you must have paid your annual membership dues for 2010. First renewal notices have been mailed. If you did not receive your renewal notice or have misplaced it, please contact Chris at (386) 760-7743 or [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com).

#### Award Program Booklet

The printed version of the program will no longer be published to reduce printing and postage expenses and because the results are available online as a PowerPoint presentation. A PDF of the results will also be available online that will include all the information that was included in the printed program.



## IMPORTANT DATES



### 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.



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

Hilton Lexington Downtown  
Lexington, Kentucky  
[www.lexingtondowntownhotel.com](http://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](http://www.alltechfeigames.com), [www.ticketmaster.com/2010-Alltech-FEI-World-Equestrian-Games-tickets-Lexington/venue/180853](http://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](http://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  
Lexington, KY 40511  
Phone: (859) 255-2010 Ext. 231  
Fax: (859) 254-0179  
[kgreathouse@shortstravel.com](mailto:kgreathouse@shortstravel.com)

## RENEW YOUR MEMBERSHIP FOR 2010

Renewal notices for 2010 membership dues were sent in November. If you misplaced your notice, please contact Chris at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com) and request to have your invoice sent by e-mail.

### Membership Changes for 2010

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.



## AHP NEW MEMBERS

### CORPORATE MEMBERS

#### E. T. Horn Company, Animal Wellness Division

Raw materials and ingredient sales

Contact: Myrna Martin

16141 Heron Avenue

LaMirada, CA 90638

Phone: 714-523-8050

mmartin@ethorn.com

www.ethorn.com

E. T. Horn is a supplier of nutritional and functional raw materials used in companion, equine, and zoo animal food and feed industries. All products are based on sound science and are high quality and pure human grade ingredients. In addition to supplying raw materials, the Animal Wellness Division offers several finished products ready for retail distribution and sales. These include E.T. Horn's Garli-eze™, BioLargo's Odor-No-More™, Cardenas Extra Virgin Olive Oil and Omega Fields® flax-based Horseshine products.

#### IAEP, Inc. (Institute of Applied Equine Podiatry, Inc.)

Holistic hoof care education/products

Contact: Robyn LaPierre, GM, AAEP

770 NE 146 Avenue

Old Town, FL 32680

Fax: 352-498-0231

baremysole@yahoo.com

www.appliedequinepodiatry.org

The Institute of Applied Equine Podiatry, Inc. and Energetic Products

#### Nelson Mfg. Company

Manufacturer of horse equipment

Contact: Mark McKinstry

P. O. Box 636

Cedar Rapids, IA 52406

Phone: 319-363-2607

Fax: 319-363-3601

info@nelsonmfg.com

www.nelsonmfg.com

Manufacturer of Nelson Automatic Horse Waterers and Feeders

#### SmartFarm™ Headquarters

Smart Farm stable and arena products

Contact: Joy Zamoyski Koch

10119 Liberty Oak Lane

Windsor, CA 95492

Phone: 888-307-0855

Fax: 707-837-9959

joy@SmartFarmHQ.com

www.SmartFarmHQ.com

Equine Products that offer Smart Farm, Barn and Arena solutions. SmartFarm HQ is a company dedicated to equine health, soundness and comfort. Our products offer sensible, technologically well-researched solutions to all horsemen's needs – starting from the most important area – under hoof! SmartStalls...SmartPavers...SmartFooting

#### Stephens & Associates

Full-service equine marketing communications

Contact: Cathy McCormick, Account Director

7300 W 110th St., Suite 530

Overland Park, KS 66210

Phone: 913-661-0910

Fax: 913-661-0967

cathym@stephens-adv.com

www.thebrandwhisperers.com

Known as "The Brand Whisperers," Stephens & Associates is a marketing, research, digital, PR, and advertising agency dedicated to building brands that improve the lives of animals and owners. For thirty years, it's helped clients like SmartPak, American Horse Council, Bayer Animal Health, IDEXX, Eklin and Heska bring out their best, change the conversation, and make customers fans.

### INDIVIDUAL MEMBERS

#### Alexandra Beckstett

Freelance writing, editing

4052 Weber Way

Lexington, KY 40514

Phone: 281-543-6198

Fax: 859-276-6868

abeckstett@bloodhorse.com

Alexandra worked two years at TIPS Technical Publishing before joining Blood-Horse Publications as assistant editor of Eclipse Press in 2008. She is also a freelance writer for The Chronicle of the Horse, writer/editor for Keeneland Magazine, and writer/editor of The Exhibitor.

#### Holly Leigh Jacobson

Versatile equine journalist/copyeditor

2 Grant Court

Ipswich, MA 01938

Phone: 978-356-5842

hols62@comcast.net

Since June 2004, Holly has been a freelance writer, currently transcribing for judge for monthly column in Practical Horseman.

She has published articles on equine health, equipment and news for Practical Horseman as well as been published in Equine Journal, Horsemen's Yankee Pedlar and DressageDaily.com. She also writes and designs monthly barn newsletter and updates website, places ads online, creates brochures and maintains photo files.

#### Erica Larson

Writer, photographer, web design, marketing

3012 Steinacker Rd.

Howell, MI 48855

Phone: 517-375-1021

Fax: 517-552-0859

erica@ericalarson.com

www.ericalarson.com

The 2009 AHP Student Award Winner, Erica has been working in equestrian journalism for three years. She has extensive experience with the United States Eventing Association, having articles and photographs appear on their website and in their magazine, Eventing USA. Erica writes regularly for Warmbloods Today magazine and has covered events for the USEF.

#### Marti McGinnis

Creative solutions, web2.0+ knowledge base

1124 Corman Lane

Nicholasville, KY 40356

859-948-9908

martimu@gmail.com

www.martimcginnis.com

Marti helps clients create and maintain their professional image using the most current and effective marketing tools. With a Master's Degree in Recreation Marketing and a robust track record of applying the ever changing modes of business communication she is at ease creating visual dialogue between clients and their audiences. She works on all the print media for EAGALA (Equine Growth & Learning Association) as well as recently created a global community for equine welfare at EquineConnection.org. She's an avid blogger [www.wegwag.com](http://www.wegwag.com) and has a library of original equine videos on youtube [www.youtube.com/wegwagvideos](http://www.youtube.com/wegwagvideos)

### **Karen Scholl**

Horsemanship education, articles, DVDs, equipment  
*Horsemanship for Women*  
P. O. Box 7642  
Cave Creek, AZ 85327  
Phone: 888-238-3447  
info@karenscholl.com  
www.karenscholl.com

Addressing common challenges women face with horses, Karen is sought after for her unique educational style and inspiring presentations. Teaching clinics and presenting at horse expos nationwide, articles appear in *Western Horseman*, *Horse & Rider*, *Horse Illustrated*, and others, with appearances on *HorseCity*.

### **ASSOCIATE EQUINE-RELATED WEB SITE**

#### **The Equestrian Vagabond Blog**

An equestrienne's travel adventures blog  
Contact: Merri Melde  
15401 Bates Creek Road  
Oreana, ID 83650  
Phone: 206-962-1069  
mer@theequestrianvagabond.com  
http://theequestrianvagabond.blogspot.com

### **DIGITAL PUBLICATION MEMBER**

#### **HorseTrailDirectory.com**

Horse trails and campgrounds  
Contact: John Thurow  
201 Rabun Run  
Columbus, NC 28722  
Phone: 863-532-9387  
Fax: 828-863-2372  
jthurow@horsetrailandirectory.com  
www.horsetrailandirectory.com

### **STUDENT MEMBERS**

#### **Carrie Gilliam**

*Kansas State University*  
1038 13th Road  
Washington, KS 66968  
Phone: 785-325-2844  
carrieg@ksu.edu

Carrie is a junior at Kansas State University majoring in Agricultural Communication and Journalism. She grew up learning how to ride and care for a horse. She also was a member of the 2009 Kansas State University Horse Judging team. Her background and experiences have led her to develop a passion for the equine industry. Combining this with her journalism ability, she wants to make an impact on the

agricultural industry by showing them what equine can do for them while improving and expanding the equine industry. She is able to do this with her experience in Dole Hall at Kansas State University writing Research and Extension articles for the state of Kansas.

#### **Loren (Ali) Olander**

*University of Nebraska at Omaha*  
11433 Fowler Avenue  
Omaha, NE 68164  
Phone: 402-679-8079  
aliolander@gmail.com

Ali majors in public relations/advertising at the University of Nebraska at Omaha.

#### **Holly Eggelston**

*Indiana University - Fort Wayne*  
7634 Hermitage Place  
Fort Wayne, IN 46815  
Phone: 260-715-2125  
hollyeggelston@hotmail.com

Holly is a senior majoring in English and Communications Media with a minor in Professional Writing. She has been riding for 13 years and worked at a riding camp for five years. She started an equestrian team and worked as barn manager at her coach's barn. She has written several professional documents to represent the IPFW Equestrian Team including brochures and flyers. She is working on a team web site and English Department newsletter. Through her writing, she wants to be advocate for horse health and welfare and to educate horse owners. She wants to help the horse publications industry grow stronger by being an active part of the industry.

#### **Avery Erin Sams**

*University of Florida*  
2330 SW Williston Rd., #2716  
Gainesville, FL 32608  
Phone: 407-491-1239  
averyesams@ufl.edu

Avery is a junior majoring in Agriculture Education and Communications. Her ideal future career would be one that involved working on a farm or publication focusing on their public relations efforts. She has been showing horses since age 5; strictly Quarter Horses since she was 11. Most recently, she was a member of the Auburn University Equestrian Team. She has been published in the Agricultural Education and Communications newsletter at UF.

## **NEWS FROM THE HOME OFFICE**

### **OUTLOOK GOOD**

BY: JEREMY LAW, AHP EDITOR



#### **Magazines Rebound In 2010?**

Advertisers' slowly increasing budgets and continued magazine readership are contributing to increases in ad pages—at least for several of the industry's big players. Some print advertising is even returning from media buyers who spent the past few years focused only on digital advertising.

Is digital media less important now? Not a chance. And though the equestrian publishing industry is a slightly different animal, this article at *Crain's New York Business* is still encouraging.

Read the entire article at

[www.craigslist.com/article/20100117/FREE/301179970](http://www.craigslist.com/article/20100117/FREE/301179970)

#### **New Media Finally About the Media**

Digital, new and social media are here to stay, but useful developments and updates may replace the superficial and banal.

The article is mildly disjointed, but includes several late-breaking developments from the social media scene. Even if you have to read it twice (as I did) you can consider yourself caught up on the latest tidbits.

Check out the Cnet "news" article at [http://news.cnet.com/8301-13577\\_3-10440209-36.html](http://news.cnet.com/8301-13577_3-10440209-36.html)

#### **The New Reality of the Magazine Business**

The tone is a little smart-alecky, but the points are well made—all without the troublesome sugar coating and kid gloves.

Read Bob Sacks blog at [www.pubexec.com/blog/the-new-reality-magazine-business](http://www.pubexec.com/blog/the-new-reality-magazine-business)

## FROM THE GRADUATE

BY: ERICA LARSON, AHP 2009 STUDENT AWARD WINNER



Since we last spoke, we've welcomed a new year, gone into the deep freeze of winter, and I've jumped head first into the "real world". Now that I'm out of school, I've been able to focus my attention on doing what I love to do!

My OTTB Dorado is doing great! I've been able to ride him more, so we're definitely hoping to do some horse trials this year. In between riding, I've also been working on some great articles of *Warmbloods Today*. The March/April edition will be the one-year anniversary, and I think Liz Cornell, the publisher and editor, has been doing a wonderful job with it!

Last night was a big night for the Thoroughbred racing industry as the Eclipse Awards were presented. Congratulations to Rachel Alexandra for being named Horse of the Year. I'll be the first to admit that I was pulling for the big black mare Zenyatta, but Rachel did some great things as well. Both fillies are a dream for our industry, though... perfection on the track, taking on the boys and winning, and stunning to look at as well! Can't wait to read some of the coverage of the Awards.

Until next time, stay warm and have a great month!

Visit Erica at [www.ericalarson.com](http://www.ericalarson.com)

## TECH TIPS BUSY TIMES CALL FOR SIMPLE MEASURES

BY: JEREMY LAW, AHP EDITOR

These are busy times. We streamlined our operations when the economy shrank, and now that things are improving we may occasionally find ourselves overburdened. Now that we're busy, our time is even more valuable—as are the preventative measures we take to protect it.

That's where the no-frills, easy-to-use technology comes in. Right now, we don't care what our computer desktop looks like, or what sounds our email programs make.

What we do care about is that our files are protected and that our office time is spent wisely. There are a few tools we can rely on for help.

### Helpful Hardware

Nothing will waste your time like recovering, or heaven forbid, recreating documents, photos or other files. Several "flash" or "thumb" drives as well as some external hard drives showed up in past newsletters. Those devices are still on the market and they're now bigger, better and cheaper.

Both Iomega and Seagate make 1 TB (terabyte) external USB hard drives that are available for just under \$100. One TB is big enough to hold more data than most laptop or desktop computers' internal hard drives, and it's relatively easy to simply copy your important files over to the external drive.

If your computer dies or is lost, you'll still have your documents safe and sound.

If you just need a few GB of storage space, the flash (or thumb) drives are still available, too. SanDisk makes a popular seller: 16 GB for about \$30. The price decreases for smaller capacities, and most any store that sells electronics has an assortment of flash drives.

Of course, make sure your computer has a USB port. And if it's a company computer, make sure your IT department allows the usage of such devices.

### Time-Saving Software

AOL Instant Messenger (AIM) is ubiquitous for a reason: it works, and for free.

AIM allows you to instant message (like a text, but free and faster than email) from your computer, iPhone, Blackberry, or cell phone running Windows Mobile.

In a world inundated by never-ending feeds from Facebook, Twitter, Flickr, and Digg—just to name a few—why do we need another tether? Because this one will help you skip some emails and phone calls.

Phone calls and emails require more time, but IMs can address brief exchanges with the utmost efficiency. A change in meeting times, airplane flight info, contact information, price changes or deadline details can all be addressed in IMs.

Several business I know require their entire staffs (sometimes by department) to be connected with AIM. Nothing can—or should—entirely replace phone calls or face-to-face time, but occasional shortcuts can be immensely useful.

And by saving just a few minutes each day with timely file back-ups or efficient communication, you'll have that much longer to tweet, update your status, or just sit back and LOL.

