

laptop seizures

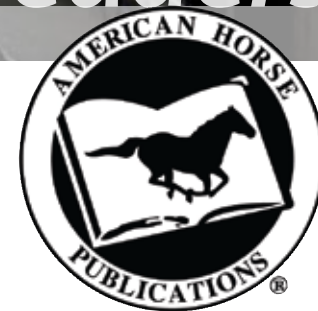
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AMERICAN HORSE PUBLICATIONS *FOR THE RECORD*

JULY 2008



AHP FOR THE RECORD JULY 2008 ISSUE

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FROM THE HOME OFFICE ANOTHER REASON TO BACK UP YOUR FILES

BY: JEREMY W LAW, EDITOR

The joys of air travel are increasing: rising fuel costs, no in-flight meals and the usual rash of delays and cancellations. But if you travel internationally, you could encounter a new, completely unexpected "perk." Both while leaving or entering the U.S., the government could seize your laptop, PDA, Blackberry, iPhone and any data storage devices you might have.

Though the issue is being debated in Congress, at present, Federal law grants customs agents the right to search and seize the contents of your electronic devices just as they would items in your suitcase—and to do so without any apparent cause. The criteria grants the agents full discretion to decide who gets searched. You may get searched if you 1) fit a particular profile 2) appear on a government watch list, or 3) are simply chosen for a search. If your belongings are confiscated, they might be returned in a few hours, days, weeks or perhaps never.

While this Orwellian approach to preserving national security has been practiced for some time, the numbers of people whose gadgets have been seized appear to be relatively low. According to a recent, though small survey by the Association of Corporate Travel Executives, seven out of 100 respondents said they had a computer or other device confiscated. But, while it may not be rampant, the simple fact that it can happen at all should inspire prudent travel practices.

Keep sensitive files on your home or office desktop computer. Back up the contents of your laptop

or other devices before you travel, and consider alternative methods of transporting home your international creations. You could email your work, save it to a storage location on the internet, or burn CDs and send them home. There are no guarantees when it comes to gadgets and electronic files, but you can certainly prepare for the worst, and hope for the best.

Articles on this topic can be located with a simple internet search for "laptop seizures." Below I've included some links to a couple recent articles available online.

At the Los Angeles Times web site from June 26

<http://www.latimes.com/business/la-fi-laptops26-2008jun26,0,4415017.story>

At the New York Times web site from June 26

<http://www.nytimes.com/2008/06/26/washington/26airports.html?adxnlnl=1&fta=y&adxnlnl=1217520223-ezY+/Pftbwha0hAOoGLK9w>



AHP MEMBER SPOTLIGHT TIM COLE



One could easily believe that all roads lead to publishing. Belvoir Media Group Executive Vice President Tim Cole attributes his initial interest in writing to an overly-supportive

sixth-grade English teacher. Cole now oversees 34 publications, 14 annuals and a dozen web sites that cover interest areas including health, aviation, antiques, power and sailboats, firearms, decorating, pet care and horses.

Cole took his first publishing job during college. “I covered the grittier side of life,” Cole says of his days as the night police reporter for the *Syracuse Post Standard*. He wrote for the paper while attending the S. I. Newhouse School at Syracuse University. (Ted Koppel, Bob Costas and Lisa Lampanelli are among the school’s rather noteworthy alumni.) Cole went on to become the managing editor of *Sailing World*, then *Yachting* before joining NBC’s teletext division as a senior editor. Cole later worked as the aerospace editor for *Popular Mechanics*.

“After that, I joined Belvoir where the real fun started,” Cole says. At the time, Belvoir had only nine publications. “I started *Horse Journal*, then *John Lyons Perfect Horse*—inspired by my late father, who was a great horseman and fox hunter.” Belvoir later acquired *Spin to Win Rodeo* and *The Trail Rider* with colleague and current Horse Media Group President and General Manager, Tom Winsor.

Cole says Belvoir’s “reader-focus” is informed by an altruism and consumer advocacy embodied in the groups numerous “*Consumer Reports*-style” publications. “We know what our readers are going through trying to make decisions that benefit the animals in their care—and to make those decisions with certain economic efficiencies in mind,” Cole says. “Our pages need to work very hard to inform the buying decisions of readers and to benefit the horses, dogs and even people we help each month.” Cole acknowledges that a mission of reader focus alone is not enough—that much credit lies with the editors, like *Horse Journal* Editor Cindy Foley. “When you combine her talents with our subscriber-first mentality, great things can happen,” says Cole.

As technology advances, consumers cannot live by print alone. Cole says Belvoir’s print publications are supported by strong digital content. “Tom Winsor has overseen the development of MyHorse.com, an omnibus site that offers content from all four of Belvoir’s Horse Media Group magazines.” The site offers video, podcasts and “adver-tutorials,” among other consumer resources. “It’s words and images delivered in new ways,” Cole says. “We’re building our skills in the digital arena all the time.”

And the diversity of the Belvoir publications is helping weather the current economy. “We are blessed in that we cover a lot of different interest sectors,” says Cole. “That means while fuel-dependent general aviation is down and there is headwind in the equine arena, sailing is up, dog care is up and so

is the safe, responsible use of firearms.” Cole sees the overall trend of increasing publishing costs as being a long-time constant for the industry. “Publishers have always had to adapt, to find efficiencies, to mail smarter, to drive back costs,” Cole says. “We’ve always lived this way, so when the economy experiences a downturn we are spring loaded to react and build back margins... in fact, the number of ad pages in Belvoir’s Horse Media Group is slightly ahead of last year. We think people’s passions for their horses remain undiminished. They need quality content now more than ever and that’s what we’re all about.”

Cole sees the readers of the future to be as content hungry as ever. “People need more information, not less—however, we are facing significant changes in the way that information is and will be delivered. A lot of people, particularly younger people, want it on the internet and they want it for free. The challenge for publishers is to keep adding value to the information they deliver so that reader benefit continues to be enhanced.” Cole optimistically acknowledges the significance of that challenge. “There are some days when I would rather be conducting guided pack horse trips in the Tetons, but I like a challenge, so I would like to stick around to see how the businesses we’ve created and built prosper and adapt.”

AHP NEWS

AHP ANNOUNCES UPDATED GUIDELINES FOR DISTRIBUTION TO THE AHP-LIST

One membership benefit that has kept members linked to what's happening in the worlds of equine publishing and horse industry is the AHP Newsgroup. This service allows members with an opportunity to distribute press releases and news items to the AHP-LIST of member e-mail addresses. Currently, there are over 600 addresses on the list.

At their June meeting, the Board of Directors voted to revise the distribution guidelines to define several categories for distribution. The AHP Newsgroup will be limited to press releases only. The AHP CareerTrack continues as a job bank and any messages from the AHP administrative office will be designated as an AHP Message. The newest category of distribution is the AHP Bulletin Board, which is for timely services or notices from AHP members. Examples are availability of services at specific equine events; availability of photographs and/or articles; editorial requests for event coverage or images; and members seeking information or feedback on equine publishing topics.

The AHP Distribution Guidelines are listed online at www.americanhorsepubs.org under Communication, then Newsgroup Guidelines for reference. These guidelines are also listed below. If you have any questions, please contact Chris at ahorsepubs@aol.com.

MEMBER AHP-LIST DISTRIBUTION GUIDELINES

Distribution to the AHP-LIST is a benefit of membership and provides members with timely

information about AHP activities and newsworthy items. On approval, submissions are sent from the AHP administrative office to the current list of AHP member e-mail addresses. Submissions must contain information about an AHP member. An AHP member is defined by the name listed on the current membership.

AHP NEWSGROUP

The AHP Newsgroup is for press releases only. Submissions must include information that would be of interest to the general membership. Solicitations are not allowed other than for recognized charitable organizations. Messages should not include statements that may harm the reputation or relationship with a fellow AHP member. Members are limited to two press releases per month. These press releases are also listed on the Home Page under AHP Newsgroup at www.americanhorsepubs.org and then archived online at for easy reference under Newsgroup Archive for four months.

AHP CAREERTRACK

The AHP CareerTrack is an online job bank that posts help wanted and opportunities sought positions in equine publishing. Members forward their listings as text only to ahorsepubs@aol.com for posting to the website. These postings will also be listed under AHP CareerTrack at www.americanhorsepubs.org for a period of four months.

AHP BULLETIN BOARD

The AHP Bulletin Board is for timely services or notices from AHP members. Examples are availability

of services at specific equine events; availability of photographs and/or articles; editorial requests for event coverage or images; and members seeking information or feedback on equine publishing topics. Postings must include a contact person, who is affiliated with an AHP member. AHP Bulletin Board listings will be available at www.americanhorsepubs.org for four weeks.

AHP MESSAGE

The AHP Message is for information sent from the AHP Executive Director about AHP activities and programs or association news.

General Submission Rules

Messages should be sent as text only in an e-mail message to ahorsepubs@aol.com. Attached files, such as PDF and images, will not be used. Messages may contain links, but please use the [www](http://) or <http://> that precedes the URL address. Images, logos or attached files will not be included or distributed. Members are urged to include contact information on image availability.

Disclaimer

American Horse Publications (AHP) has not verified the factual statements in any message and AHP assumes no responsibility for the contents of, or any damage resulting from, any communication in the Newsgroup, Bulletin Board or CareerTrack. Publication is not an endorsement by the organization of any product, person, or policy.

For more information, contact Chris Brune at ahorsepubs@aol.com or 386-760-7743.

SARATOGA HILTON CHEF SHARES HIS VEGETABLE LASAGNA WITH AHP MEMBERS

Angie GrandPre, publisher of *The Cowboy Times*, enjoyed the vegetable lasagna served on Friday at the AHP Seminar in Saratoga Springs so much that she not only ate a reported three servings, but she also contacted the Saratoga Hilton's Executive Chef, Steven Palmeri for the recipe.

Angie offered to share the recipe with any attendees who also enjoyed the dish in Saratoga or other AHP members who would like to try it.

Ciao!

Saratoga Hilton Chef Palmeri's Vegetable Lasagna

Sauce:

1 quart heavy cream

1 Tbls. granulated garlic

1 cup grated Pecorino Romano cheese

Cornstarch water slurry to thicken

Slowly heat heavy cream and garlic till it starts to boil. Thicken with cornstarch mixture and add cheese.

Vegetables:

2 Zucchini lg. diced

2 yellow squash lg. diced

2 lg. portabella mushrooms lg. diced- gills cleaned out

1/2 yellow onion diced

7 fresh basil leaves cut into thin strips

Salt & pepper to taste

Olive oil

In sauté pan heat oil over medium high heat, add onions and sauté 1-2 minutes until soft, add zucchini, squash and mushrooms and cook about 4-5 more minutes until all vegetables are soft and add basil and salt and pepper to taste. Set aside.

Lasagna:

Whole milk Mozzarella shredded (I prefer Pollio brand for my ricotta and mozzarella)

Tub ricotta cheese

Grated pecorino Romano cheese

Cooked lasagna noodles

In a casserole dish sauce the bottom with a thin layer of sauce Place noodles to cover bottom. Sauce the noodles with a thin layer. Using a spoon add the ricotta cheese in little dabs, next sprinkle the shredded mozzarella cheese, then the vegetables and then the Romano cheese. Add another layer of noodles then sauce, cheese, vegetables, and cheese again. Repeat one more time so you have three layers. On the top layer of noodles add a layer of sauce and top with Mozzarella and Romano cheese. Bake in a 350 degree preheated oven covered for 1

hour. Let rest for 5-10 minutes uncovered to set up and then ENJOY.

AHP SILENT AUCTION AND RAFFLE RAISES OVER \$4,300 FOR STUDENT FUND

A total of \$4,370 was raised at the 16th Annual Student Fund Silent Auction and Raffle, held during the AHP "Break from the Gate in 2008" Seminar in Saratoga Springs, New York. The event raised \$3,781 from the silent auction and \$589 from raffle ticket and pin sales. All proceeds benefit the Student Award Contest, which rewards a student pursuing a career in equine publishing with a \$1,000 cash award and an all-expense-paid trip to the annual AHP seminar. The Student Fund also provides complimentary student membership and seminar registration certificates to all Student Award

applicants, and supports the AHP Student Mentoring Program and Internship Handbook.

Publishers Press, Inc., in Shepherdsville, KY, also presents the winner with an all expenses paid trip to one of their Two-Day Customer Education Seminars. The Two-Day Customer Education Seminars are held in Louisville, Kentucky, and are designed to help customers' production employees gain an understanding of how a magazine progresses through the printing process.

To read the entire press release about the event, visit:

http://www.americanhorsepubs.org/news_updates/3943.asp

WATCH FOR AHP NEWSLETTER ONLINE SURVEY

In the next few weeks, AHP will be conducting a survey via Survey Monkey to gather feedback about our new monthly newsletter, For the Record. We want your feedback on the current content and any articles or columns you would like to see included in future issues. Please take a moment to respond to the survey request when it arrives in your e-mailbox.

NEW MEMBERS FOR 2008

To access contact information, visit the AHP online membership directory.

Publication Members

2-1/2 Minutes
Horses, Homes and Land

Corporate Members

Farrier Industry Association

Affiliate Members

Danvers Child
April Raine
Robyn Rominger
Carol Walker

Student Members

Leah Oliveto

SMALL BUT MIGHTY- FOR AND FROM SMALL PUBLISHERS

PICKING PAPER - DO YOU KNOW YOUR OPTIONS?

BY: CHERYL ERPELDING

One way to stay on top of your printing costs is to know what kind of paper you are printing on. More than likely, your printer will be happy to share with you the “ins and outs” of each paper to help you pick one that fits your budget.

Paper grade is one important factor to consider. The higher the grade number, the grayer—and likely cheaper—the paper. A switch from a #3 to a #4 will rarely be noticed by the reader and should provide a good savings to the publisher. Also, be sure to ask your printer for the best possible price on your paper. They will normally mark up the cost of paper, which is why big publishers buy directly from the manufacturer instead of from the printer.

If you are talking with several printers, be sure you have the paper specifications and samples to compare. There are hundreds of options when choosing paper.

Trim size is another way to cut costs. Talk with your printer about the size of your publication. If you can trim the size, that can trim your printing costs, too.

For more in depth reading on paper check out:
<http://www.foliomag.com/2008/picking-paper-alternative>

If you have a suggestion, problem or question on how to improve your publishing business, please send me an e-mail at cheryl@ridingmagazine.com



TECH TIPS EBOOKS

BY: JEREMY W LAW, EDITOR

For those of us in the publishing industry, the written word is our livelihood, and likely our love as well. From print publications to digital newspapers and electronic books, the amount of reading material available today is staggering. I'm still enamored with the feel of paper and the places one can travel through the pages of a small novel, but part of me would love to have access to several shelves of books from my seat on a bus or airplane. When Joyce's *Ulysses* has worn me out, I'd like to open Caldwell's *Tobacco Road* or maybe Toole's *Confederacy of Dunces*. But, I don't want to carry around all these printed books, and my current collection of ebooks depends on my laptop and its battery, which only lasts a couple of hours.

Enter the ebook readers. These portable devices will display your electronic books, newspapers or magazines. They run on battery power, weigh between six and thirteen ounces and can hold between twenty and two-hundred books. Many of the upper end ebook readers on the market feature "electronic paper", which gives the ebook pages the look and readability (at nearly any angle) of white paper, without using extra battery power. Also, most readers offer the ability to switch between landscape and portrait orientation. Beyond the standard features are backlit screens, text annotation, audio music, adjustable text size and wireless access to thousands of downloadable books or periodicals.

Entry-level readers (ranging in price from \$100 to \$200) are available, though with seemingly inconsistent consumer support, and several have

been discontinued with no successors. Also, these products' capabilities are limited and their reviews are average at best. If you are looking for something other than a dedicated reader, you can use your Blackberry, Smartphone or PDA to display your ebooks, as long as the smaller screen works for your needs. Free software from Mobipocket

(www.mobipocket.com/en/DownloadSoft/default.asp?Language=EN) will let you convert Microsoft Office documents, text files and PDFs to a format that's readable on your small screen. If you choose this route, note that the "publisher" version of Mobipocket Creator 4.2 is the one with the ability to convert PDFs. You'll then need the free Mobipocket Reader 6.2 installed on your PC, in order to transfer the converted files to your Blackberry, Smartphone or PDA.

There are readers that are doing well enough to not only survive, but be updated through several generations with increased functionality and user-friendliness, and I introduce them below. For the most part, the dependable, well-reviewed readers range in price from \$280 to about \$400. Your best bet would be to research the available models, pick a favorite or two, and find functioning, in-store readers that you can test drive. The screen sizes and button placement vary from reader to reader and getting your hands on one is the best way to evaluate it.

Amazon's Kindle (\$359) is the darling child of the ebook reader scene. This 7.5" x 5.3" x .7", 10.3-ounce reader offers functionality and support. You can access 130,000 ebooks, with new releases and best-sellers all priced at \$9.99. Amazon lets you read the

first chapter before you buy the book, and then download it wirelessly from just about anywhere in under a minute. You can also order from a selection of magazines and newspapers with the same ease. If you have compatible files on your home computer, they can be loaded to your Kindle via a USB cable.

Kindle has adjustable text size, a built-in dictionary and free, wireless access to Wikipedia.org, the online encyclopedia. If you want to make notes on your ebook or listen to music while you read, Kindle can do that, too. You can also read with a backlit screen. And with 180 MB of storage, you can carry around about 200 books, magazines and newspapers. Kindle will even accept your unprotected Microsoft Word, HTML, TXT, JPEG, GIF, PNG, BMP, PRC and MOBI files.

One downside may be that all your reading has to be done with portrait orientation. Landscape isn't an option. Also, PDF conversion is still being developed. Some complex PDF files may not display properly,



though Amazon is working to remedy this. This is where you'd use the Mobipocket software to convert your unprotected PDF to a Kindle-friendly MOBI file. Battery life is good for about 8,000 page turns and the unit recharges in two hours.

The Sony PRS/505 (\$279) measures 6.4"x 4.8" x .3" and weighs nine ounces. Sony offers tens of thousands of book titles for download, via your computer with an internet connection. They don't yet offer as many titles as Amazon, though you won't run out of reading material for a little while. You can read all your MS Word documents, TXT, BMP, BBeB, JPEG, GIF, PNG and PDF files as well as listen to your ACC files as well as unprotected MP3s. Text size is adjustable, as is orientation of the text (portrait or landscape) and the E-Reader features the same white, electronic paper as the Kindle. A slot for a memory card gives

you the option of a whopping 2 GB of storage space, or a memory stick will give you an extra 8 GB (yes, good heavens, that's a lot of space). There's no backlight on this reader, though a clip light can be purchased for about \$15. Sony says the battery will last through about 7,500 page turns.

The Bookeen Cybook Gen3 (\$350) is the lightest, weighing in at six ounces and measuring 7.4"x 4.7" x .3". It features a variable orientation, electronic paper, adjustable text sizes and a built-in dictionary. With 512 MB of internal memory, it can carry more than a Kindle and a Sony PRS combined. Another 2 GB can be added with a memory card. Cybook can handle MOBI, TXT, HTML, PalmDoc, JPG, GIF, PHG, and PDF files, as well as MP3s. The standard Cybook package will get you the reader with a USB cable, which is used to load and charge your reader. The

deluxe package (\$450) gives you the reader and USB cable, plus a protective cover, a 2GB memory card, an extra battery, and stereo earphones. The Cybook battery lasts about 8,000 page turns.

On the way back from the AHP seminar, I saw plenty of Kindles and Sony readers in airport restaurants and on airplanes. I would love to be able to read one of my free ebooks from Project Gutenberg without having to pull out my laptop. I believe that like most other technology, ebook readers will likely continue to get better and cheaper. I love gadgets and reading, so I'll see how much longer I can hold out.

MAY THE HORSE BE WITH YOU PHOTO BY L.A. POMEROY



We'll close this newsletter with a photo from L.A. Pomeroy, an AHP affiliate member, former Saratoga Springs resident, and—if you saw her at the seminar—a real toga aficionado. Thanks L.A.!