

*small publishers  
accentuate the positive*

*ahp news*

**what's the purpose?**  
repurposing staff and the role it should play

*tech tips*

*member spotlight*

**tales from the home office**  
let's keep up the good work

**AMERICAN HORSE PUBLICATIONS** *FOR THE RECORD*

*MARCH 2009*



## **AHP FOR THE RECORD** MARCH 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](http://www.americanhorsepubs.org)

## **TALES FROM THE HOME OFFICE** LET'S KEEP UP THE GOOD WORK

BY: JEREMY LAW, EDITOR

It's tough when you find out from someone else that your significant other is leaving you. Okay, that's a slight exaggeration. Perhaps the relationship I have with my subscription magazines is too intimate.

I just found out one of the magazines I read will fold after its April issue. This was revealed—not in letters to subscribers or giant letters on the front page of the New York Times, but rather unceremoniously in the blogosphere. All's fair in love and publishing, I suppose.

I still get a lot of magazines in the mailbox—and a lot of good ones at that. Today's magazines may be slimmer, but the content has been distilled, leaving only the best work. It's been months since I've read a bad article.

A strength for us in the equestrian publishing industry is that horses aren't going away any time soon. As an owner of four—soon to be five—horses, I understand that these majestic beasts are an essential part of the equine lifestyle as well as members of our family. (Even if one could cast aside this human-animal bond, at present there's simply no market for unwanted family members.)

Subsequently, we need the expert information in each equestrian publication we receive. These subscription magazines are vastly cheaper than lessons and shows, and remain a portable reference for future queries.

During those rare moments when I worry about my beloved horse publications, I think back to last year's AHP seminar and the awards ceremony. I am still impressed by its sheer quantity of quality content—both print and digital. And I still read the magazines and books I brought home from the seminar.

This year will continue to be an evolutionary journey for our industry. Though, if entries for the 2009 AHP Awards Ceremony are any indication, the outlook is good. Our Executive Director only recently dug her way out from under the mountain of submissions and sent them on to the judges.

I don't envy the awards ceremony judges for the difficult decisions they face, but I'm excited for this year's AHP seminar and ceremony in New Orleans. I've already cleared part of a shelf in my office for the reading material I'll be bringing home. And it is New Orleans, after all. I'll leave a spot for a souvenir shot glass and a snow globe, too.



## AHP MEMBER SPOTLIGHT SUZY LUCINE

---



Suzy Lucine has more than 25 years of experience in the equine industry. She has served as editor of *The Morgan Horse* and *The Horseman's Yankee Pedlar* and now works as a freelance writer and photographer specializing in profiles, how-to articles and event coverage. She can be reached at 610.929.3799 or at [suzy13006@aol.com](mailto:suzy13006@aol.com)

### *When did you fall in love with horses?*

I was sitting on the back of a Morgan horse before I learned to walk. There were always a few Morgans in the barn in our backyard, so I learned all about caring for and enjoying them at a very young age.

### *How did you discover writing and photography?*

In our old family photo albums, my mother has pictures of me at age ten taking photographs. I just enjoyed doing it. When I was in college, I started helping out a cousin, who was a wedding photographer. During my short career as a school teacher, I supplemented my income working for a photography studio as a wedding photographer. I also took some classes in portraiture. I combined my love of horses with photography, took a three-day equine photography workshop with Scott Trees, and the rest is history.

When I was a teacher, I wrote for the school newspaper and my first freelance job was to cover the Morgan Grand National Horse Show for *The Morgan Horse* magazine. I literally learned by the seat of my pants from that moment on.

### *While working for "The Morgan Horse," you served as Morgan unit coordinator during the inauguration of President Ronald Reagan. What was that like?*

This was an amazing experience. Wayne Hipsley, then AMHA Executive Director, helped with planning the representatives in the Morgan unit. I helped coordinate everyone's travel plans and was the go-between the unit and those in charge of the parade. This was my first exposure working with the military, and they were very precise and definite in all aspects of our unit's participation. Two of our dignitaries, who were to ride in a carriage pulled by a pair of Morgan horses, were unable to attend. I was able to sit in the carriage and ride down Pennsylvania Avenue. I was amazed at how genuine it felt to wave to spectators along the parade route, and was very pleased with the way the Morgan breed was represented.

### *You spent years working inside for equestrian publications. How was your transition to freelance writing and photography?*

I left my full-time job because of medical issues, but with the contacts I had made over the years working inside, I was able to make a smooth transition to freelance writing and photography. My work ethic and personality also helped with this smooth transition. And because of the versatility of the Morgan breed, and having served as editor of an all-breed publication for a few years, I had a large network of friends in the equine industry outside of the Morgan horse world.

### *How do you promote yourself and get jobs these days?*

My affiliate membership with AHP has connected me to freelance work for several publications and I network any chance I get.

### *Has the current economy had a noticeable effect on your business?*

In some ways it has, depending on the publication. With the changes I have seen, some publications are relying more on their in-house staff rather than freelancers. Others are using less experienced freelancers, who may work for less. It helps me that I can provide both writing and photography with my assignments.

### *What do you believe to be the future of publishing?*

I think there will be cutbacks across the board. But we've also seen growth in the number of equine related websites—from publications and sales sites to sites for individual farms and horses. If a freelance writer or photographer is flexible and open to change, the transition to the internet should be smooth.

### DAN AMBROSE TO HEADLINE NEW ORLEANS SEMINAR



Headlining this year's AHP seminar in New Orleans is Daniel M. Ambrose, Managing Director, of ambro.com, corp., launched in 1994. ambro.com provides sophisticated strategy consulting and Advertising Sales Training to advertising driven media clients in the U.S. and abroad. Since the founding of About.com and

iVillage in 1995, ambro.com has worked with hundreds of clients on strategy planning and sales training to help accelerate advertising revenue growth. They work with the management of media companies to customize training to precisely serve the needs of sales staffs selling local or national media; Internet, television or print.

In late 2008, Ambrose's popularity and experience lead Media Industry Newsletter to partner with him to publish the *Internet Sales Guidebook: Selling, Managing and Marketing Web 3.0 Media Brands*.

Ambrose will present the first-ever AHP pre-seminar workshop targeted for AHP members. The Internet Sales Workshop will be held on Thursday, June 25, 2009 from 8:00 a.m. to 12:00 p.m. and will cost AHP members only \$99 to attend. Attend this workshop for immediate return on your investment, as you will be able to quickly make a sale to an advertiser. Here is how to tap the fastest growing source of advertising revenue today: sales people and publishers will learn the basics of internet advertising in this workshop that covers how to sell, package, price, guarantee, serve, measure and track internet advertising. The session will cover the basics, and will touch on a range of innovative sponsorship opportunities that are used by other specialized magazine publishers who are most successful with Internet advertising. How do

advertisers know they get what they pay for? How do you respond to demands for 'per-click' or commission-only based advertising payments from advertisers? Want to better understand Google ads? Internet ad networks? See examples of each successful approach that works for other specialized publishers. Get your questions answered.

On Friday, June 26, Ambrose will open the seminar schedule with a morning session on The Successful Internet Business Model. Will giving away your content on the Internet help or kill your magazine? How can you sell advertising at prices that will allow you to make a profit? How can you harness the Internet to help you grow your business? This opening presentation will give you the perspective and the understanding – especially for editors and non-techies—to clearly see how your Internet strategy can support your magazine, serve your advertisers, and become a profitable revenue stream. Hybrid media strategy harnesses the strengths of print and the internet to create a clear rationale for how you run your business. You'll get a basic introduction to the Internet content strategy that will help you create a meaningful audience for your advertisers online, and then the advertising strategy that will allow you to earn profitable revenue. We'll look at blogs, social media (i.e. Facebook), webinars, ad serving, email—in short, all the elements of a manageable and successful targeted publishing business.

Ambrose is especially known among clients for being able to earn the respect of even the most hard-bitten experienced sales staffs, helping them to learn new approaches to increase success. Ambrose's approach works well for a broad range of sales people because it's not about developing an overpowering personality—like some trainers—but about using the principles of human interaction and persuasion to get the client to open up, talk, listen, and buy.

Before establishing the company Ambrose was Vice President and Publisher of *Child Magazine* at the New York Times Company. Ambrose led *Child* to be named in *Adweek's* "10 Hottest Magazines," two consecutive years. He also spearheaded an initiative to make *Child* the first major consumer magazine to selectively deliver individually-customized editorial content.

Previous to working for *Child*, Ambrose was Advertising Sales Director of Cahners Consumer Magazines (and TV) Division where he managed ad sales in *Healthy Kids* magazines, and *American Baby* TV Show and Sampling & Couponing programs.

From 1983 until 1987 Ambrose served in several executive management positions at *Hearst Magazines* Division, first at *House Beautiful*, and finally as Director of Corporate Advertising. As director he led marketing, sales and administrative management to multi-magazine advertising packages for Hearst's largest and most important clients, running approximately 3,500 advertising pages annually. Ambrose was also responsible for the creation of the first "Electronic Rate Card," on computer disk, which was used by advertising media planners to instantly price *Hearst Magazine* packages.

Ambrose joined Hearst from Ziff Davis where he was Advertising Director of *Backpacker*, and *SkiXC* magazines and where he was trained in the classic Ziff Davis structured selling method.

Ambrose began his media career at *The Washington Monthly* a small but influential public affairs magazine. He served as Advertising Manager and Advertising Director of *American Film* magazine at The American Film Institute for four years where he quadrupled advertising pages and increased revenue 10 times.

For more information about Dan Ambrose, visit [www.ambro.com](http://www.ambro.com).



### NEW ORLEANS 2009, FREE REIN IN THE BIG EASY

*AHP Photographer, Daniel K. Lew of California Horsetrader, and Executive Director Chris Brune got into the New Orleans spirit at the special Louisiana pavilion during the Epcot Food & Wine Festival this summer at Walt Disney World.*

The AHP "Free Rein in The Big Easy" Seminar will be held on June 25-27, 2009 in New Orleans. 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. New Orleans will offer AHP members a unique opportunity to learn and network in a city that knows all about surviving the worst. It takes courage to think beyond the current economic downturn to position your publication or business for success in the future. It takes staying in touch and sharing our experiences to help us

get through tough times. The AHP Seminar in New Orleans plans to provide attendees with ways to move forward in equine publishing.

And New Orleans is well known for its lively parties, great jazz and good food. Maybe we all need to lift our spirits and let the good times roll.

### HOTEL HEADQUARTERS

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.

[www.marriott.com/hotels/travel/msymc?groupCode=AHPAHPA&ap=resvlink&fromDate=6/18/09&toDate=7/18/09](http://www.marriott.com/hotels/travel/msymc?groupCode=AHPAHPA&ap=resvlink&fromDate=6/18/09&toDate=7/18/09)

### AIRPORT TRANSPORTATION

The New Orleans Airport Shuttle is the official seminar airport transportation from the Louis Armstrong New Orleans International Airport to the New Orleans Marriott at the Convention Center. A link will be posted to the AHP website which will provide AHP members with a \$2 discount off roundtrip transportation cost of \$30.

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



### AHP AWARD CONTEST ENTRIES DOWN, PARTICIPATION UP

This year, we expect figures and percentages to decrease whether we are counting advertisers, show attendance, or sales. The economic picture is not encouraging, so we prepare for the worse and get excited when there is a positive outcome.

During the last four years, awards entries have exceeded 1,000 with member participation over 100. But 10 years ago in 1999, there were only 824 entries and the numbers

stayed in the 800s until 2005. In 1999, there were 75 participants. This year, entries dropped to 817, however participation remained in the 100s, with 111 members vying for a chance to earn recognition among their peers.

So despite the lower numbers, I'm encouraged by the participation. I think we all need a boost to our egos, especially when that boost isn't showing up in your pocketbooks. Placing in the annual Awards Contest can be a real source of pride for a staff member or freelance writer. And pride in a job well done isn't always as

valued as it should be nowadays. This year, that plaque or certificate may be the only bonus you get. And I bet those who take one home in June will be darn proud to hang it on the wall.

Good luck to all the contestants. Your entries are in the hands of judges and like you, I'll be anticipating the outcome.



## AHP MEMBERS SPEAK OUT ON FACEBOOK ABOUT BEING GREEN



**What is your publication or business doing to save the environment? Share your "green" ideas with fellow AHP members.**

### **Diane Rice, Appaloosa Journal**

We use recycled paper and soy ink to print our magazine. The association recycles everything from office supplies (we have a central area to put things we're no longer using and look for things we need) to waste paper (we collect it once a week and haul it to the recycle center). We also recycle our pop cans (can you tell what part of the country I'm from by the word POP?).

### **Daniel Lew, California Horsetrader**

For the last several years, I have reduced the amount of paper printouts made from the computer. In OS X on a Mac, you can easily make a PDF from almost any application.

When you hit "Print" on a Mac, a pop-up window appears and includes buttons for "PDF," "Preview" or "Print." If you click on the "PDF" or "Preview" button, it instantly creates a PDF document, which you can rename and save.

This is especially useful when saving information from Web sites, since the PDF document is a virtual printout retaining most of the text and graphics in place.

Creating PDFs instead of actual printouts saves paper, costly toner and desk clutter.

### **Jennifer Bryant, AHP President**

I'll piggyback on Daniel's suggestion. You know all those online receipts you get when you make a purchase, book a flight, etc.? If you're on a Mac, instead of printing them out, you can choose the Print/PDF/Save PDF to Web Receipts Folder option. Safari instantly creates a PDF of the receipt page and stashes it in the Web Receipts folder (subfolder of Documents). Handy, eco-friendly, and you won't lose the piece of paper either.

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



## WORLD EQUESTRIAN GAMES 2010 INFORMATION

### **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)

## AHP NEW MEMBERS

### PUBLICATION MEMBERS

#### **From the Horse's Mouth Magazine**

All breed, all discipline magazine  
Contact: *Patty Oxendine*  
P. O. Box 426  
Mazon, IL 60444  
Phone: 815-998-2729  
Fax: 815-998-2135  
[horsemouth@verizon.net](mailto:horsemouth@verizon.net)  
[www.horsemouth.com](http://www.horsemouth.com)  
Regional  
Monthly  
Uses freelance writers and photographers

#### **The Score**

Magazine for team roping enthusiasts  
Contact: *Darlene Miller*  
P. O. Box 2828  
Weatherford, TX 76086  
817-598-0110  
[julie.mankin@nrtha.com](mailto:julie.mankin@nrtha.com)  
[www.nrtha.com](http://www.nrtha.com)  
National  
Monthly  
Uses freelance writers and photographers

### CORPORATE MEMBERS

#### **Modern Litho-Print Co.**

Printing and mailing company  
Contact: *Ed Zagorac*  
6009 Stertzer Road  
Jefferson City, MO 65101  
Phone: 800-456-5867  
Fax: 573-636-2655  
[ed@modernlitho.com](mailto:ed@modernlitho.com)  
[www.modernlitho.com](http://www.modernlitho.com)  
Modern Litho-Print is a printing and mailing company specializing in magazine and directory printing/ mailing; online job submission and proofing, in-house mailing and poly-bagging at low Midwest prices.

#### **VetCell Bioscience**

Equine regenerative medicine  
Contact: *Andy Petersen*  
101 N.E. 3rd Avenue, Suite 1500  
Ft. Lauderdale, FL 33301  
Phone: 954-332-3615  
Fax: 954-332-3792  
[apetersen@vetcell.com](mailto:apetersen@vetcell.com)  
[www.vetcell.com](http://www.vetcell.com)  
VetCell Bioscience investigates, develops, and commercializes new technology for veterinary use. VetCell focuses on cellular therapeutics for the regeneration and functional restoration of damaged and diseased tissue.

## AHP MEMBERS - CONTINUED

### EQUINE-RELATED WEBSITE MEMBER

#### **bitofbritain.com**

Retail saddlery with full cover catalog

Contact: John Nunn

141 Union School Road

Oxford, PA 19363

Phone: 610-998-0400

Fax: 610-998-9206

jnunn40@hotmail.com

www.bitofbritain.com

### ASSOCIATE EQUINE-RELATED WEBSITE MEMBERS

#### **America'sHorseDaily.com**

America's Horse weekly e-newsletter

Contact: Jim Bret Campbell

P. O. Box 32470

Amarillo, TX 79120

Phone: 806-376-4888

Fax: 806-349-6400

jbcampbell@aqha.org

www.americashorsedaily.com

#### **JulieGoodnight.com**

Julie Goodnight horse training on TV

Contact: Fran Jurga

Contact: Julie Goodnight

7622 CR 253

Salida, CO 81201

719-539-8971

julieg@juliegoodnight.com

www.juliegoodnight.com

#### **NCHAvideos.com**

Display NCHA-produced videos

Contact: Alan Gold

260 Bailey Avenue

Fort Worth, TX 76107

Phone: 817-244-6188

Fax: 817-560-2288

adgold@nchacutting.com

www.nchavideos.com

#### **QuarterHorseNews.com**

Contact: Patty Tiberg

2112 Montgomery Street

Fort Worth, TX 76107-4517

Phone: 817-737-6397

Fax: 817-737-9266

patty.tiberg@cowboypublishing.com

www.quarterhorsenews.com

### AFFILIATE MEMBERS

#### **Leah Kucharek**

Freelance graphics design, illustration, fine art

Red Hen Design

6681 Golf Club Road

Howell, MI 48843

Phone: 517-548-9623

redhendesign@comcast.net

www.redhendesignart.com

Leah has been in the graphic design business over 20 years, the past five have been with her own freelance business. She discovered AHP through *The Gaited Horse* magazine and would like to get more involved in designing for horse publications. She is also a fine art illustrator which she incorporates into some of her graphic designs.

#### **Rachelle Wilhelm**

Writing, proofreading, editing, research

4047 Iron Works Pkwy.

Lexington, KY 40065

Phone: 419-615-7824

rachelle\_wilhelm@yahoo.com

Rachelle's work has been published in national, regional and local publications. She is currently the Marketing & Communications Senior Coordinator for the United States Hunter Jumper Association and spent two years as ghostwriter/editor for Clinton Anderson's *Downunder Horsemanship* producing a quarterly magazine.

### STUDENT MEMBER

#### **Leah Thomas**

Woodstock Union High School

4253 Allen Hill Road

South Royalton, VT 05068

Phone: 802-763-7947

vtehshowgirl@yahoo.com

Leah has been riding horses for nine years and recently took a journalism class at her high school where she is a junior. She also runs and manages a website for Vermont Quarter Horse Youth Association and has done quite well with it. In the future, she hopes to have a career with horses involving journalism, photography, digital design or writing. She presently submits articles to the *Equine Journal* and hopes to continue.

## SMALL BUT MIGHTY ACCENTUATE THE POSITIVE

BY: CHERYL ERPELDING

Hopefully everyone has survived the first quarter of 2009. Our 72-page March issue of *California Riding Magazine* was our smallest issue since 9 years back when our press run was only 5,000. That was a bit scary!



In April we went back up to 116 pages and our annual *California Horseman's Directory* is out in the stores. The directory is smaller, but the early renewals are steadily coming in. We are watching the numbers and making sure we are running at a profit. I'm crunching the numbers daily and spending a lot of time out on the road, personally visiting with current advertisers, readers and prospects.

Many advertisers have made cuts or have dropped out completely, but we are finding new ones every week. Across the board, the California horse industry is down, but I visited one trailer dealer who just had a great weekend of sales! The horse shows are down slightly, but one show I attended had its biggest attendance ever for an early season show. My advice is: look for any positive news, but be aware of how people are getting along in this down economy.

Natalie Reihl, publisher of *Rocky Mountain Rider* did a survey and most respondents consider their horses part of the family and not part of what they plan to cut out of their budget. Karen Pickering of *The Northwest Horse Source* and Dean Jacobsen of *Virginia Horse Journal* join Natalie and I in a monthly small publisher's conference calls. We are checking in with each other for an hour and comparing notes, looking for good ideas, etc.

If you'd like to join us send me an e-mail and we will give the details on the next call. It is planned for Apr. 24, 7am PST. Send me or Karen Pickering ([karen@nwhorsesource.com](mailto:karen@nwhorsesource.com))

## SMALL BUT MIGHTY - CONTINUED

an e-mail if you'd like to join in on the call. We are using Ryan Dohrn's conference call service to meet with each other.

I also have the New Orleans seminar in my budget. This seminar is focused on revenues, online sales and more. We have an extra seminar on Thursday and I'm sure investing in that extra day will pay us all back many times over.

If you'd like to submit a guest column and share your thoughts or have any suggestions on topics please send me an e-mail at [cheryl@ridingmagazine.com](mailto:cheryl@ridingmagazine.com)

*Cheryl Erpelding is founder of Riding's Publications, Inc. Cheryl began publishing "San Diego County Riding Magazine" in 1986 with a press run of 2,500. Now known as "California Riding Magazine," it has grown in to a statewide publication, including an annual statewide horseman's directory. Cheryl has developed a dedicated team that strives to keep all of their readers and customers on top of the latest happenings in the California horse industry.*

## TECH TIPS FENCES MAKE BETTER DESKTOPS

BY: JEREMY LAW, EDITOR

These days are hectic enough without our computer desktops adding to the mental clutter. For PC users, there are only a few options for organizing your desktop...until now.

Stardock has developed a desktop organizer called "Fences." Fences allows users to create custom cells or "fences" into which desktop icons, files and folders can be placed. You can organize your desktop items however you like, and your fences can be given custom labels.

If that's not enough, you can also adjust the color and level of transparency for your fences. And they can be sufficiently large in order to display all your items, or you can shrink the fences down and use a scroll bar to view what's inside. And a double mouse click on the desktop will hide any or all of the fences, depending on how you have your preferences set.

This 6.4 MB program is compatible with Windows 7, XP and Vista and is available for free at [www.stardock.com/products/fences/](http://www.stardock.com/products/fences/).

If you use a Mac, or if you use a PC and simply want some tips for organizing your desktop without additional software, visit [http://kinkless.com/article/kinkless\\_desktop](http://kinkless.com/article/kinkless_desktop), OR [www.lifeclever.com/how-to-organize-your-cluttered-desktop-and-regain-your-sanity/](http://www.lifeclever.com/how-to-organize-your-cluttered-desktop-and-regain-your-sanity/).



## WHAT'S THE PURPOSE? REPURPOSING STAFF AND THE ROLE IT SHOULD PLAY

BY: BRIAN SOSBY

"Repurpose."

It's one of those buzz words that has now made its way into each of our lexicons—almost subconsciously it seems.



*No, we said "repurpose"*

Of course, economics has had a hand in the word's proliferation. To repurpose is, in short, to give a new purpose to something. This may be a piece of editorial or it may be the job description of a living, breathing member of your already spread-too-thin staff.

It's important to look at what you are attempting to repurpose and ask yourself, "Why am I doing this, and what will be the outcome?"

If you're considering repurposing your staff, it's important to look at them and ask some really tough questions, too. It is only through thorough analysis of each of your employees and their job positions that you can determine what benefits some "repurposing" might accomplish.

Before you do this, realize that switching staff around and juggling responsibilities is something not to be done as an "exercise." If you want exercise, go on a long walk or hit the gym. Remember that your staff is going to react to any changes (some people deal with it better than others), and your effect maybe be much less desired than the hopes of your cause.

Are the skills of your employee being put to their best use? Is the employee performing at their peak of output? Is the work that your employee is doing having the impact that it should be and that you require? Could this person be more productive with a different set of responsibilities?

These are just a few questions that will help you in determining if "repurposing" is an answer to your needs.

*An award-winning writer based in Lexington, Kentucky, Brian Sosby has been editor of "equestrian" magazine, the official magazine of American equestrian sport, for the past nine years. In addition to his editing duties, Brian has covered both U.S. and international events, including the 2004 Athens Olympic Games and the 2008 Beijing Olympics; the 2006 FEI world Equestrian Games from Aachen, Germany; the 2007 Rolex FEI world Cups for Dressage and Jumping from Las Vegas; and the 2007 Pan American Games from Rio de Janeiro, Brazil.*