

humor

ahp news

member spotlights

things you need to know
before you go

break from the gate: saratoga

tech tips

AMERICAN HORSE PUBLICATIONS *FOR THE RECORD*

MAY 2008



AHP FOR THE RECORD MAY 2008 ISSUE

AHP 2007-2008 BOARD OF DIRECTORS

PRESIDENT PAT TROWBRIDGE BOWTIE, INC.

1ST VICE PRESIDENT

JENNIFER BRYANT AFFILIATE MEMBER

2ND VICE PRESIDENT

KIMBERLY BROWN THE HORSE

EXECUTIVE BOARD MEMBERS

SANDY KUCHARSKI THE SENTINEL

CHERYL ERPELDING CALIFORNIA RIDING MAGAZINE

IMMEDIATE PAST PRESIDENT

DEAN HOFFMAN

EXECUTIVE DIRECTOR

CHRISTINE W. BRUNE

DIRECTORS

LAUREN DAVIS BAKER

FLYING CHANGES MAGAZINE

DOUG HAYES

AQHA PUBLICATIONS

DEAN JACOBSON

VIRGINIA HORSE JOURNAL

CATHY LAWS

EQUINE NETWORK

BRIAN SOSBY

EQUESTRIAN MAGAZINE

PATTY TIBERG

COWBOY PUBLISHING GROUP

JEREMY W LAW EDITOR

JEREMY@360MARKETINGSOLUTIONS.COM

KIM KULERS 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

BREAK FROM THE GATE SEMINAR THINGS TO KNOW BEFORE YOU GO

Break from the Gate in 2008

AHP SARATOGA 

Headed to Saratoga for Break from the Gate in 2008 Seminar? Here are the things you need to know before you go:

DON'T FORGET TO PACK

- Camera
- Business cards
- Media kits
- Copies of your publication (or ship to hotel)
- Pins to trade
- Extra room in your suitcase for sponsor giveaway items, purchases, promotional material and publications you will be bringing home.

SHIPPING INSTRUCTIONS TO

SARATOGA HILTON

PLEASE SHIP PACKAGES, not to arrive any earlier than Monday, June 16, 2008, to:

Attn: Eric Ploof

The Saratoga Hilton

534 Broadway

Saratoga Springs, NY 12866

HOLD FOR:

Christine Brune, Guest Arriving 6/16

American Horse Publications

June 16-22, 2008

Phone: 518-584-4000

INCLUDE COMPLETE RETURN ADDRESS

MARK NUMBER OF BOXES

(i.e., Box 1 of 1, Box 1 of 2, etc.)

ATTIRE

Seminar: Casual Comfort

Awards Banquet: Casual Cocktail

AHP Student Party: Casual, with or without toga or college tee-shirt.

AHP AIRPORT SHUTTLE SERVICE

Operated by Empress Travel

Sponsored by the following Hospitality Sponsors

• Cheshire Horse www.cheshirehorse.com

• Impressions of Saratoga

www.impressionssaratoga.com

• National Museum of Racing

www.racingmuseum.org

• Parting Glass Racing www.partingglassracing.com

• Saratoga Convention and Tourism Bureau

www.discoversaratoga.org

• ST Publishing, publishers of Steeplechase/Eventing

Times and The Saratoga Special

www.st-publishing.com

Shuttle riders will receive a special Welcome to Saratoga Goodie Bag provided by Hospitality Sponsors

Availability

June 18 and 19, 2008:

Airport to Saratoga

June 22, 2008: Saratoga to Airport.

Cost

AHP seminar attendees pay \$25 per person, each way paid directly to Empress Travel. This is a discounted fare thanks to the generosity of Hospitality Sponsors.

Cancellation Policy

A minimum cancellation notice of 30 days prior to departure time is required to receive a refund.

Reservations

For reservations, email: empresstravel@travelempress.com or call 800-653-0231, 518-374-3176, fax: 518-374-8766 and ask for Kathy or Ed.

You MUST include the following information with your reservation request:

1. First and last name
2. Credit card number and expiration date
3. Credit card billing address
4. Albany flight arrival, airline, flight number and arrival time
5. Albany flight departure airline, flight number and departure time
6. Home, work and cell phone numbers
7. Name of hotel where you are staying

OTHER AIRPORT TRANSPORTATION OPTIONS

All Occasions Limo

For reservations, call 1-518-479-5466 or visit www.alloclimo.com

Cost: \$75 one way (up to 4 passengers); Mention that you are with American Horse Publications.

Car Rentals

The car rental counters can be found in the Airport Baggage Claim area. Albany International Airport's Rental Car Fleet is now located inside the new Parking Garage. Albany International Airport offers

the following car rental services at the airport: Avis, Budget, Enterprise, Hertz, and National/Alamo

THINGS TO DO IN SARATOGA

To learn more about what Saratoga has to offer, visit www.discoversaratoga.org and www.saratoga.com

Broadway is the main drag in Saratoga, from the Saratoga Hilton at the north end down to Congress Park at the south. That is a good walk but very doable in comfy shoes. Most of the businesses (shops, restaurants) are from Broadway east over to about Circular St., which parallels Broadway. West of Broadway is primarily residential -- kind of the older, blue-collar part of town. The ritzy residential area is primarily north and south of Union Ave. Union Ave. itself has a few restaurants and beautiful Victorian homes, some of which are Bed & Breakfasts.

Points of interest and landmarks:

The National Racing Museum and Hall of Fame is about a mile from the hotel -- a super-easy drive or bike ride, or even a good walk in sneakers, but possibly too far for folks in business attire.

From the hotel, continue north on Broadway where it becomes N. Broadway and that takes you to Skidmore College. The Skidmore College Saratoga Classic I Horse Show will be held June 18-22.

For more information: <http://cms.skidmore.edu/saratogaclassic/index.cfm>

Go the other direction (south) on Broadway, past Congress Park, and you'll pass the National Museum

of Dance on your right just before you get to Ave. of the Pines, which turns right (west) and leads into Saratoga Spa State Park, home of many springs, the Hall of Springs, and the baths.

The Saratoga Performing Arts Center (SPAC) is on the west side of the park, near Ballston Ave. (Rt. 50) and Geyser Rd. This will be the site of the Dave Matthews Band Concerts on Friday and Saturday night at 7:00 p.m.

Yaddo Gardens, home of the famous writers' retreat, is on Union Ave, east of the racetrack and just before you get to I-87 (the Adirondack Northway).

www.yaddo.org

LOCAL TRANSPORTATION SERVICES IN SARATOGA

CDTA Buses go to:

- Downtown Saratoga
- Saratoga Gaming and Raceway
- Historic Congress Park
- Racing Museum and Hall of Fame

Fares are only \$1 per ride: \$3 for an unlimited day pass or \$8 for a three day visitor pass.

For more information, visit www.cdt.org

Saratoga Taxi

Taxi Service

15 W. Harrison St.

Saratoga Springs, NY 12866

Phone: 518-584-2700

AHP MEMBER SPOTLIGHT JOE CLANCY



The team at ST Publishing isn't afraid of variety in their publication schedule. Steeplechase/Eventing Times is published twelve times annually, while The Special at

Keeneland is an April weekly and The Saratoga Special is a summer daily. Publishers and brothers, Joe and Sean Clancy, started Steeplechase Times in 1994, launched The Saratoga Special in 2001, The Special at Keeneland in 2006, then added eventing coverage in 2007. Now, each printed issue of the Steeplechase/Eventing Times reaches ten thousand readers, with issues of the Keeneland and Saratoga publications reaching five thousand readers apiece. The Clancy brothers' production has come a long way since its inception at a hockey game fourteen years ago.

"We had tickets to a Philadelphia Flyers hockey game, and decided that if we could list fifty solid advertising leads by the end of the game, we would go with the project," says Joe Clancy. Not all fifty said yes, but they had enough support to get going. Sean was a steeplechase jockey and Joe was a sports editor at a small Maryland daily paper. Sean put up five thousand dollars he'd saved from riding races and the two set up shop in Joe's Newark, Delaware basement. Though each brother kept his day job, the pair was able to produce seven papers that first spring—enough to establish the paper and pay back Sean's investment.

Equestrian publishing was an appropriate mix of the brothers' interests and experiences. Their father trained flat and steeplechase racehorses. Joe and Sean rode, worked in the barn and attended the races. Their grandfather was a newspaper columnist in Wilmington, Delaware. Joe and Sean became horsemen with a great appreciation for the printed word. "Publishing on our own came out of reading stories about steeplechasing and thinking we could do better," says Clancy.

Working together proved to suit the brothers. "We compliment each other pretty well," says Clancy. "He's more of a dreamer/gambler/why-not person, and I'm more of a realistic/how-do-we-get-there person." Clancy says it might be due to his being the older brother. Whatever the case, he doesn't take their fortune for granted. "When I'm feeling the deadlines, getting frustrated at the accounts receivable, sweating health insurance renewal rates, or worrying about a client, I remind myself that we work for ourselves and that this really is the American dream."

But, the dream is not without its hurdles. Clancy says with more success comes greater challenges. The company is big enough that the brothers can't do everything by themselves, though it's still a small company. Joe and Sean are half of the full-time employees at ST Publishing. Additionally, the current economy has increased basic operation costs like printing, shipping and travel. So far, their advertisers have weathered the recession with them. "Our advertising numbers are good," says Clancy, "but, when you hear about bigger advertisers cutting

back with some of the bigger publications, that can mean they are cutting us out entirely."

To keep ahead of the game, ST Publishing recently revamped their website. Clancy says the new site has given them a more dynamic product with greater flexibility and has even added opportunities for advertising. Racing videos and online versions of the print publications are available in a "members only" section, though membership is free. The secret to their success, however, isn't just the updated technology, but a solid foundation of good editorial content. "People have to want to read your publications," says Clancy. "You can't be like everyone else. We strive for exclusive interviews whenever we can get them...too many publications rely on press releases, press conferences and press-box notes."

Whether printed or digital, Clancy sees the future of publishing in its writing. "I realize the pressures of business—printing costs, overhead, supplies, photography, ad sales and support—but I hope editorial product stays important, and it can if publishers continue to emphasize it. Good writing can be online, in print, anywhere."



AHP MEMBER SPOTLIGHT ROB BANNER



If you speak with Rob Banner, the publisher at The Chronicle of the Horse, you can tell he loves his job. He was raised on foxhunting and show jumping and the magazine is a natural fit.

Banner is honest about what drew him to equestrian publishing. "I wanted to afford my interest in riding, but there was no way to make money at riding." In 1981 Banner was an advertising assistant at Horseman's Journal and later served as an advertising director at EQUUS.

While Banner was still at EQUUS, he was invited to go foxhunting in Ireland with then-Chronicle publisher, Peter Winants. Banner was to be Winants' photographer for the trip. "I'm a foxhunting freak and I'd never been hunting in Ireland," says Banner. "We went out with the Galway Blazers—it was amazing!" During the trip, Banner says Winants asked him if he'd be interested in taking the helm at the Chronicle. "I said 'listen, you just saw me drink a bunch of Irish beer, chase a bunch of Irish women and ride the hair off a couple of Irish horses, and you want me to be publisher?'" Banner says Winants reassured him those were all behaviors befitting a good publisher.

The Chronicle of the Horse—first published in 1926—was a well-established magazine when Banner joined the team. The greatest challenge was his own transition. "Being publisher is a great deal different than being an advertising department

head," says Banner. And though the magazine had a solid foundation, he says there was room to make progress. "The Chronicle was a standard in the community," says Banner. "It was the authority to which most riders looked for credible news and results—a magazine of record, which had no peer, though it was vastly undersold."

Banner says the magazine worked to preserve the core of loyal advertisers, while courting new ones. The magazine strove to offer a top-of-the-niche targeted, less-expensive advertising option. That work fueled the magazine's progress. With each year, the magazine saw a steady rise in circulation. Now the magazine reaches twenty-thousand readers with each of its 52 issues. He says he pushed himself with the question: How is Rob Banner going to make a contribution?

After doing the math, he found that color printing wasn't much more expensive than the black and white printing. He wanted to know how a color Chronicle would be received. Banner took the prototype, color copy of The Chronicle to the largest hunter/jumper show in the nation, The Hampton Classic. Initially, those—mostly long-time subscribers—whom Banner polled, reflected about a fifty-fifty split between preferring the black and white Chronicle to a newer, color, version. That is, until he showed them the new, color magazine. "They said 'oh, my God, that's amazing—I want to see it like that!'" says Banner.

Banner speaks excitedly and articulately about The Chronicle—as if each day is his first day on the job. His excitement surges when you ask him

about the Chronicle's web site. On average, www.chronofthehorse.com sees more than 100,000 unique visitors each month. Visitors can access the latest news, photos, calendars and archived stories. He says the development of the Chronicle's web site was not done lightly. "How do you remain traditional on the web?" asked Banner. The web site built on what the magazine established. "We've tried to deliver the same credible, authoritative information."

But, Banner says the greatest service to visitors is done through the site's discussion forums, whose popularity reflects a national trend. "It is very much how people want to digest news today," he says. The social networking/bulletin board is a natural draw. "The people who love horses are very passionate," says Banner, "and this gives them a place they can be heard and a sense of empowerment. We try to simply moderate rather than edit it."

The future for the Chronicle will likely continue to follow a business philosophy Banner attributes to Parisian clothing designer, Jean-Paul Gaultier. "To make the tradition live," Banner says, "you have to shake it up. Though it pales in comparison to the contributions of the past publishers, this is going to be my contribution to The Chronicle."



AHP NEWS

CHANGES TO ELECTRONIC PUBLICATION CATEGORY FOR 2009

The Board of Directors approved the following changes to the Electronic Publication membership category at its February meeting in New Orleans. This change will be effective January 1, 2009.

1. There will no longer be an Electronic Publication membership category.
2. Two new membership categories have been developed which will no longer require committee approval.
 - *Equine-related Website: This category is open to equine web sites that are not affiliated with an existing AHP member. Annual dues is \$250.*
 - *Associate Equine-related Website: This category is available to an affiliated website of any existing AHP member. Annual dues is \$100.*
3. The Board believes these two categories will provide an affordable way for more equine websites, especially ones published by publication members, to participate in AHP and also provide a larger pool of members to offer more electronic media classes in the awards contest.

NEW MEMBERS FOR 2008

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

Publication Members

Cross Country Magazine
Mālama Lio: The Hawaii Horse Journal

Electronic Publication Member

Ultimate Horse Site

Affiliate Members

Ryan Wood

College/University Member

Georgetown College Equine Scholars Program

Corporate Members

Chris Cox Horsemanship Co., Inc.
HorseSource Photos
National Versatility Ranch Horse Assoc.
Tennessee Walking Horse Breeders and Exhibitors' Association
The Amazing Horses of Arabian Nights
Tommy Garland Enterprises
World Games 2010 Foundation, Inc.

Student Members

Laura Pepper
Shannon Sarkozy
Caterina Tadlock

TECH TIPS THUMBS UP AND DOWN

BY: JEREMY W LAW, EDITOR

Ah, the ubiquitous thumb drive. Where would we be without it? It seems most everyone has a thumb drive, though many aren't getting all the available mileage out of it. If you don't have one, you should get one. Their size and storage capacity inspire a little awe, and I promise you'll find a use for it.

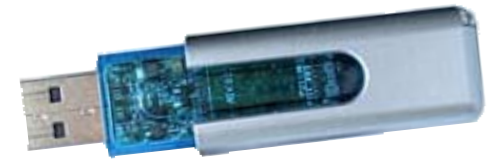
The thumb drive has come along way since being introduced about eight years ago. The drive's capacity has grown from an anemic 8 MB to a whopping 32 GB. The price on this technology has come down considerably, too. I recently purchased a 4GB drive for about \$30 including shipping. Amazon.com sells a pretty reasonably priced assortment of thumb drives in a wide range of sizes. I would avoid those with easily lost caps, choosing those with retractable connectors.

Most thumb drives are used to ferry files between computers. Maybe you take your Excel or Word documents home from your office computer. Perhaps you've got a thumb drive loaded with the cutest pictures of your new puppy, ready to plug into your best friend's laptop. Maybe the drive saves you time in your office—you can quickly transfer a large, email-bogging PDF or image from your PC to your co-worker's Mac. These are great uses for the drive, though the drives can do much more.

I'll preface the following tips with the suggestion that you avoid aggravating your company's IT department, if you have one. Thumb drives are a useful tool, but can also be a computer network security nightmare. Thumb drives in the corporate

workplace can enable the theft of sensitive data or the unintentional transfer of computer viruses to an entire network. If your workplace allows thumb drives, use them responsibly.

There are far more programs and gadgets for the Windows platform than any other. If you use Linux or Mac platforms, you're probably used to that. Most of my suggestions are for Windows platforms.



1. Use your thumb drive to manage your passwords at home or work. If you've gotten to the point where you use the same password for your email, chat, online banking, Ebay and other logins, there is hope for you. You can use a program to remember all your passwords for you—and use it anywhere you can use a thumb drive. Most of these require only a single master password to open the program and there are a number of thumb-drive-friendly versions—some are even free. I did find one that would work on a thumb drive to be used on Windows, Mac or Linux platforms. Password Dragon is a free download found at: <http://www.softpedia.com/get/Security/Password-Managers-Generators/Password-Dragon.shtml>. It's under 800 KB installed.

Windows users can choose from thumb-drive-friendly programs such as RoboForm2Go from at <http://www.roboform.com/pass2go.html> or KeePass Password Safe Portable at http://portableapps.com/apps/utilities/keepass_portable. KeePass is the more popular of the two, and is only 1.7 MB installed. It won't take up much space on your thumb drive. If you desire something even smaller, the 85 KB PassPack or the 15 KB (!) Passkeeper might be more your speed. Find PassPack at <http://members.ozemail.com.au/~nulifetv/freezip/freeware/> and PassKeeper at <http://www.passkeeper.com/>. All four are free.

2. Protect the files on your thumb drive from prying eyes. If you tend to lose things, and the secrets of the universe are stored on your thumb drive, you can download a free encryption program to protect your files. Download TrueCrypt from <http://www.truecrypt.org/downloads.php> and run it off the same thumb drive that it protects. Just follow the beginner's tutorial available at <http://www.truecrypt.org/docs/>.

3. Play your music on any computer with a USB port. Download the 1.5 MB CoolPlayer+ Portable at http://portableapps.com/apps/music_video/coolplayerp_portable. It lives with your music on your thumb drive—just plug it in and play your personal soundtrack wherever you go.

4. Browse the Internet with Firefox or check your email using Thunderbird. You can do both using these applications from your thumb drive, which is especially useful in situations where you can't install anything, but need your settings, bookmarks or addresses. You may not need it at work, but could use it at an internet cafe, library or friend's house. Don't worry about leaving a trail, no personal information is left after you finish. Thunderbird will work with Hotmail, Yahoo, gmail, Lycos, mail.com and Libero. One note: it will download/remove

the email from your server by default. Adjust the program settings to change this. Visit <http://portableapps.com/apps/internet> for these and other portable Internet applications. (Explore <http://portableapps.com> if you have time. There are games and other useful things to run off your thumb drive or other portable, external drives.)

5. Books, books, books. This is a great one. You'll never run out of reading material and you won't break your back carrying it around. If you haven't heard about the Gutenberg Project, you're missing out. It is the largest collection of free electronic books. Most are in plain text format—available in downloadable zip format at only a few hundred KB. Pick your favorites from the e-canon at http://www.gutenberg.org/wiki/Main_Page.

Feel free to email suggestions or questions to jeremy@360marketingsolutions.com.

HUMOR TALES FROM THE HOME OFFICE

BY: JEREMY W LAW, EDITOR

I'm at my desk, which I purchased a few weeks ago. It was affordable, though generous, with a small shelf and a return. At twice the size of my old desk, it can hold twice the clutter. A foot-tall Voltron and Optimus Prime Guard my pen holder, while a Statue of Liberty snow globe and plastic Buddha watch over my dictionary, thesaurus and style books.

If someone looked at my desk and everything on it, he or she would get a pretty good idea of who I am. What the figurines and empty coffee cups wouldn't tell you, the music on my computer would. The wastebasket would fill in the rest. It's all here: everything I want people to see as well as the trash I want to get rid of. The trash may be the most telling of all.

There are more discarded chip bags than I remember emptying, a few beer bottles from a handful of post-deadline drinks as well as a lot of empty sunflower shells. I'm not sure what this reveals, other than an addiction to unsalted sunflower seeds. The wastebasket probably should have more banana peels, empty, low fat yoghurt containers and vegan protein bar wrappers, though bringing good nutrition to a home office can be an uphill battle.

It's too easy to skip meals and rely on unhealthy snacks to get through the next project. Until recently, I was a connoisseur of the "freelance diet." I remember the day my eating habits hit rock bottom. It began with a seemingly benign pot of coffee. It was strong, black coffee—though that's where the nobility ended. Perhaps you stooped as low as I did and allowed flavored coffees into your kitchen via a cheap brew maker. (My French press and espresso machine sat neglected and bitter.)

I skipped breakfast, and by nine a.m. I'd drunk enough

coffee to see double, slur my words and feel too jittery to type correctly. By eleven, my stomach felt like an angry black hole. A piece of buttered toast and half a chocolate bar were tossed into the void, followed by a few swigs of buttermilk drunk directly from the carton. An hour later I was dragging. I brewed more coffee. By two p.m. I was starving again. "How about that frozen Salisbury steak dinner?" I wondered. The meal portion was decidedly smaller than the chemical- and preservative-laden list of ingredients printed on the box. (Funny, it didn't taste toxic.) After licking the plastic tray, I still wasn't sated and what was worse, I felt guilty and lethargic.

Three hours of sunflower seeds got me through two short projects. Another pot of coffee sent me speeding through an editing job, and on to the store for more dog food. (For the dog! Heavens! How far do you think I've fallen?) There is a fast-food taco joint on the way to the store. I hadn't eaten anything from the Mexican food group yet that day, so I grabbed a few char-pressed, crispy, paper-wrapped meat rolls with sour cream. "Don't do it!" said the voice—but, I did. I ordered a sugary soda, too.

I had a bite of food before entering the store, but I was still hungry. I grabbed a bargain-brand frozen pizza, the dog food and headed for the check-out. I finished one of the meat rolls on the drive back home. I fed the dog and returned to the office, still feeling a craving. "I've done a fair amount of work today," I thought. "I deserve a treat. How about that pizza?"

I stooped lower than low, making a beer batter and dunking the entire pizza. A giant skillet with an inch-and-a-half of hot oil accepted the giant, coated cheese disc and it bubbled excitedly. I nearly killed myself trying to flip the pizza, but succeeded anyway. Minutes later I lifted the golden brown "pizza" from the skillet and placed it on the cutting board. Tiny streams of grease ran from the

deep-fried pizza as I cut it into slices. "Heavens! What have I become?" I wondered as I ate the piping-hot slices. "I've become a genius! Deep-fried pizza is brilliant!" I stopped chewing just long enough to hear my heart groan and my arteries clog with saturated fat. I ate one last slice, making sure to chew loudly as to drown out the groaning and clogging.

I realized if I continued with the freelance diet, I'd never live long enough to write the great American novel. Now I skip skipping breakfast, even though it takes longer. I'll eat a bowl of healthy cereal with low fat milk and I take all my vitamins. I drink more black and green tea than coffee. I'm still addicted to unsalted sunflower seeds, though the guilt is minimal. Lunches are salads tossed with olive oil and balsamic vinegar, and topped with chicken or steak. My wife and I indulge a bit with dinner—though not with the portions. Roasted chicken with mashed potatoes is one of our favorites.

Most importantly, we juice vegetables and fruits. We each drink about a pint per day. Honestly, we started juicing out of sheer laziness. Getting all our vegetables the old-fashioned way requires a lot of cooking, assembling and chewing. The juice has helped us curb our appetites, sleep soundly, get more done with our increased energy. I think my writing has even improved. (Just imagine how bad it used to be!) Writing that great American novel may be within reach after all.



(Well, it kind of looks like a pizza, right?)