



*member spotlight*

*small but mighty*

*tales from the home office*

*ahp news*

*AHP Seminar in New Orleans*

*president's message*

PHOTO COURTESY MARTINA GATES

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

*MAY 2009*



## **AHP FOR THE RECORD** MAY 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)

## **PRESIDENT'S MESSAGE** HORSELIFE GOES ON

BY: JENNIFER BRYANT, PRESIDENT

Reelection campaigns and debates over term limits are, thankfully, nonexistent within AHP. Officers serve one-year terms in individual positions, meaning that this is my last president's column.

It has been an honor and a pleasure to serve AHP. All of the board members with whom I've worked over the years—and especially our executive director, Chris Brune—demonstrate unswerving dedication to bettering this organization and to meeting the needs of its members. Our industry is in good hands.

Like all AHP members, Chris and the board also embody the love of the horse that is so apparent at every AHP seminar. Show me a so-called hardened pro and I'll show you a horse lover wiping away tears at a sentimental American Quarter Horse Association promotional video, transfixed by a beautiful horse or horse facility on an AHP tour, or oohing and aahing at the year's crop of equestrian goodies at the AHP silent auction.

As members of a niche industry, we are the industry, and that's a big part of why we love what we do. We are the very same horse owners, riders, competitors, horse-show parents, breeders, and enthusiasts that we serve through our media and related businesses. This passion—the one thing we all have in common, the love of the horse—is why the horse industry will survive. We want to have horses in our lives, and we want to learn about them and to share our passion with like-minded people. We want to dream big and occasionally to rub elbows with our sport's celebrities. Technology has changed how we accomplish some of these things, but our motivations are unchanged. And no technology can substitute for the feeling of sitting on a good horse or for the smells of hay, leather, and sweat.

The equine media will continue to try to enhance those wonderful, visceral experiences for horse lovers everywhere. But we'll always return to the barn to remind ourselves of why we got into this business in the first place. I'll see you around the barn, and I hope to see you at this year's AHP seminar in New Orleans.



## AHP MEMBER SPOTLIGHT MARTINA GATES



PHOTO COURTESY APRIL VISEL

Martina is an equine photographer with a background in graphic design. Her equine images and photojournalism have won numerous awards and have been published in a multitude of domestic and international publications. Martina is available for editorial stock images, special assignments and fine art prints.

[www.martinagates.com](http://www.martinagates.com)  
[martinagates@mac.com](mailto:martinagates@mac.com)  
Phone: 631-421-2290

***You received your first camera when you were only six. Were horses your first subjects?***

No, to the annoyance of my parents I photographed my siblings—a lot! At that time, film developing was expensive and I went through rolls and rolls of film. I loved taking pictures of people, especially if they did not know they were being photographed.

I did not start photographing horses until I was about thirteen. I spent that summer in France with family friends and there were herds of horses just down the street. I think I spent every day there. My first camera was one of those plastic ones with manual advance. I often forgot to advance the film in my enthusiasm and got back some very interesting pictures from the developer.

***What was your first paying photography gig?***

My first paying gig was for some friends of mine. They needed to have their horses photographed for sale. I'm not really the right person for that, because my photography is not about lining up horses and photographing stills, but I agreed because it was a nice idea to get paid for something I love. After I finished the line-up shots, I spent the day on the farm just photographing the horses out in their fields. I got some great shots, very different from what they wanted, but when I showed them the images later they loved the natural images and ended up using those. Some of them are still hanging framed in their barn.

***How was your transition from film to digital?***

I initially had a hard time transitioning to digital because I never got the same detail as I did with film, so I constantly reverted back. Once I got a little more familiar shooting in RAW format, things changed for me. I still carry two cameras with me to every shoot. I have

an old Rolleicord camera I got as a gift from a fashion photographer years ago and it takes great images.

The main difference for me is that I need to slow everything down when I shoot film. I tend to immerse myself more in the moment and try to capture just what I see. It has trained me to look hard before I shoot. Digital is a little more free. Because there is no cost for developing or film, it is much easier to just shoot and see what you get. Though, film and digital photography each have their advantages and I will continue to use both.



PHOTO COURTESY MARTINA GATES

***What advice do you wish you'd received when you began taking pictures professionally?***

I wish I had been prepared more to work with clients. My way of photographing is very private. I don't make a lot of fuss about my work. I like to spend time with the horses and connect with them before I start shooting. Sometimes it can take hours before I feel something great is happening, sometimes things happen right away.

Clients are often right behind me or near me and tend to talk to me during the shoot. This is very distracting and I often feel pressured to photograph something just to please them. I have learned to talk to the clients about how I work and to make them feel comfortable that I understand what they are looking for.

***You now instruct sessions photographing wild Icelandic horses. How did you get that job?***

It was by chance. I am crazy about the Icelandic horse. They are not really wild, but they are raised like wild horses. I own several of them and they are a very special, ancient breed. I often travel to Iceland and photograph them in their natural setting. I've been asked by many of my fellow photographers what it is like, traveling to this remote place and photographing this ancient breed. So, I decided to offer a trip to Iceland, photographing these amazing horses.

I know many people in Iceland and I've been to many farms, and with those contacts I was able set up a workshop. There was a lot of interest and space at the workshop filled up right away with photographers from the US, Europe and Iceland. It will be a great week. I have lots of fantastic locations picked out. If all goes well, I'll do again next year.

***You spent 20 years as a model, though during that time you never put your camera down. How did your modeling impact your photography?***

I was very lucky to have met some incredibly talented photographers. Although their subjects were models, they each had a terrific eye for composition and light and being part of their creative process was very inspiring. It was a huge privilege to work with photographers like Arthur Elgort, Patrick Demarchelier, Peter Lindberg and many others. I also spent 4 years living with a very talented and famous fashion photographer who taught me nearly everything I know

During those years of modeling I also got to know many fashion designers personally. Their talent for design and lines was very inspirational. They were always looking for something different, and were very involved in the creative process. The fashion business is an incredible source of design. It is approached from so many angles, from clothing design to photography and graphics. It is a very creative environment to be in.



PHOTO COURTESY MARTINA GATES

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

I don't do much promotion, but I should. I get so caught up in taking images that I often forget the business side. (I sometimes wish I had an agent like I did when I was modeling.) Most of my jobs come from word of mouth, through my website or through shows. I also sell many of my images to the private sector. I think photography is such a broad media that can expand into so many other branches. I'm experimenting with different printing techniques right now and with using my images on various media. Maybe I'll stumble across something different and creative. Then I'll need an agent again...

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

Perhaps no animal has exemplified spirituality and beauty quite the same way as the horse. Their grace, movements and beauty have made them icons. There is a natural and mutual affection between horse and human that has endured through centuries. The horse has always been a part of human life, but it has received more attention lately. It is once again gaining popularity—not just as a pet but as a free spirited, graceful icon.

Topics such as the future of the American mustang, natural horsemanship and the remaining wild horses of this world are sparking interest world wide. And equine publishing is the vehicle with which to communicate and educate. I see the future of equine publishing expanding into all fields of equine activity, from technical literature, to the arts, to fiction, to preservation.

## AHP NEWS

### MEMBERS HEAD TO NOLA FOR THE AHP SEMINAR



The countdown to “Free Rein in The Big Easy” in New Orleans has started. If you are still undecided or waiting on a final decision, here is a little good news.

The New Orleans Marriott at the Convention Center has extended the cutoff date for the \$159 group rate until Monday, June 8<sup>th</sup> and has offered to discount the daily internet access fee to \$10 (reg. \$14.95) for AHP members only. AHP will also offer complimentary internet service in the Resource Center on Friday and Saturday. Hotel group rate may be available after June 8<sup>th</sup>, but there is no guarantee.

Online room reservations: AHP members can click on the link below to make reservations. You will be directed to the property’s home page with the code already entered in the appropriate field. All you need to do to begin the reservation is enter your arrival and departure dates and your Marriott Rewards account number if you have one.  
<http://www.marriott.com/hotels/travel/msymc?groupCode=AHPAHPA&app=resvlink&fromDate=6/18/09&toDate=7/18/09>

Phone room reservations: Call 504-613-2888 and ask for the American Horse Publications block.

#### Need seminar information?

Go to...

<http://www.americanhorsepubs.org/programs/seminars/index.asp>



- Schedule of Events
- Guest Speakers
- Internet Workshop Sign-Up Sheet
- Riverboat Cruise Sign-Up Sheet
- Ghost Tour Sign-Up Sheet
- Silent Auction Pledge Form
- Airport Shuttle Reservations (see Transportation)

#### Shipping Instructions to Hotel

PLEASE SHIP PACKAGES, not to arrive earlier than Monday, June 22, 2009, to:  
Attn: Paige Mazzei, Event Manager  
American Horse Publications,  
Chris Brune



New Orleans Marriott at the Convention Center  
859 Convention Center Blvd.  
New Orleans, LA 70130  
Phone: 504-613-2887

\* INCLUDE COMPLETE RETURN ADDRESS.

\* MARK NUMBER OF BOXES (i.e., Box 1 of 1, Box 1 of 2, etc.)

\* TIP: You may also use this address for shipping to yourself by addressing the package(s) to your name, as a guest arriving (date).

#### Don't Forget to Pack

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



#### Attire

- Seminar: Casual Comfort
- Awards Banquet: Casual Cocktail
- AHP Student Party: Casual, with or without beads, boas or masks.



Further questions?

Contact Chris at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com) or 386-760-7743.

**AHP SEMINAR OFFERS ATTENDEES OPTIONAL ACTIVITIES ON THURSDAY, JUNE 25**

**8:00 am - 12:00 pm**

**Internet Sales Workshop  
with Dan Ambrose,  
Managing Director of  
ambro.com**



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.

The cost of Workshop is AHP Member Fee: \$99 / Non-Member Fee: \$200.

**1:30 pm - 4:30 pm**

**Riverboat Cruise to  
Mardi Gras World**



Mardi Gras World is the home of carnival magic. And the most fun getting there is to cruise the mighty Mississippi River on the Creole Queen, a real New Orleans paddle wheeler. Mardi Gras World and The Creole Queen offer round trip excursions to Mardi Gras World. On your way to Mardi Gras World, you'll take a tour-guided cruise, narrated by the captain himself, past Algiers Point through one of the world's busiest ports and past the world famous French Quarter. There's only one place where every day is Mardi Gras; where you can experience all the joy, color, pageantry and magic that is New Orleans' gift to the world and where you can watch the renowned master sculptors and artists of Blaine Kern Studios create the towering figures, captivating fantasies and brilliantly animated floats that make Mardi Gras the greatest party on earth.

The 3-hour cruise boards at 1:30 pm from the dock and returns at 4:30 p.m. Price for the cruise and admission to Mardi Gras World is \$32 tax included. Limited food service available for purchase.

**5:00 pm - 7:00 pm**

**AHP Welcome Reception**

Come join fellow members to get reacquainted with old friends and meet new ones. Reception is held at the hotel.

**7:30 pm - 10:00 pm**

**New Orleans  
Ghost Tour**



The Famous New Orleans Ghost Tour explores the grim and ghastly deeds of the old French Quarter. Secret and sinister, most of these events occurred a very long time ago. Yes! Ghosts and Spirits still haunt the legendary Vieux Carre. Phantoms & Ghosts abound! Escape into the past as an offbeat, theatrical New Orleans tour guide provides a private tour for AHP seminar attendees with an eerie and chilling, yet fun-filled adventure!

The two-hour tour departs at 8:00 p.m. (Please arrive 30 minutes prior to tour departure time) from Rev. Zombie's Voodoo Shop, 723 St. Peter St. across from Pat O'Brien's Irish Pub. Price is \$20.00 per person. Please note: This is a leisurely walking tour. There are no stairs to climb and there will be a rest stop during the tour.

To sign up for these activities, please visit [www.americanhorsepubs.org](http://www.americanhorsepubs.org) and click on "Seminars," then "2009 Seminar" or to view the seminar index and access the event sign-up forms, go to <http://www.americanhorsepubs.org/programs/seminars/>.

Please return your form(s) by June 13, 2009 to [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com) or fax to 386-760-7728. Pay all fees separately on the seminar registration form available online.

## GRAB YOUR BEADS, MASKS AND BOAS



for the annual Student Award Party to support the Student Fund, which encourages young people to become a part of the equine publishing industry

“Carnival du Cheval” is the theme of this year’s Student Award Party, where attendees are encouraged to adorn colorful beads, masks and boas. The Student Award Party is a celebration, and being in New Orleans that means Mardi Gras. Join fellow AHP members at Carnival du Cheval to celebrate the Student Award winners and the spirit of New Orleans.

Meet our special guest, Molly, the gray-speckled “POA” pony, who has become a symbol for New Orleans itself. Molly was an equine refugee when Katrina hit southern Louisiana. Abandoned, rescued and then attacked by a pit bull terrier, she almost died from a badly infected front leg. But Molly survived and her story is one of hope and the “good” that exists in the horse community.

The Student Award Party is sponsored by Pfizer Animal Health with a reception co-sponsored by AQHA publications, America’s Horse, The American Quarter Horse Journal and The American Quarter Horse Racing Journal and SUCCEED®.

A free seminar registration to the 2010 AHP Seminar in Lexington, Kentucky will be raffled at this event.

## Can’t be there?

### Then be a part of the event by donating to the Student Fund Silent Auction.

All AHP members are encouraged to donate items which will be on display for bidding from 10:30 a.m. until 6:00 p.m. on Friday. Any donation is welcome, but New Orleans-themed items or horse-related product, merchandise, attire and gifts are appreciated. An auction pledge form which includes shipping instructions to the New Orleans Marriott at the Convention Center is available online at <http://www.americanhorsepubs.org/programs/seminars/index.asp>.

The Student Fund Auction is a way for AHP members to support current and future student programs. Proceeds benefit the Student Fund, which rewards students pursuing careers in equine publishing with an opportunity to attend the annual seminar as Travel Award winners and a chance for one student to win a \$1,000 cash award as the Student Award Winner. The Fund also provides complimentary student membership and seminar registration certificates to all Student Award applicants and supports the Student Mentoring Program and Internship Handbook.



## AHP ANNOUNCES RESULTS OF FIRST-EVER PHOTOGRAPHY CONTEST

Thirty images submitted by 13 photographers and AHP member staff were entered in the first-ever AHP Photography Contest sponsored by American Horse Publications. The AHP Photography Contest is held to select an image that will represent the association on the home page of the official AHP website, [www.americanhorsepubs.org](http://www.americanhorsepubs.org), for one year. The Contest is also held to select photographs to appear on the front cover of the AHP monthly newsletter, *For the record*.

A panel which included two AHP board members, the AHP webmaster, and the AHP newsletter editor judged the entries based on the following criteria: Composition, Light and Color, Subject Matter, Creativity, and Suitability. The judges could select images from all entries as their top choices in either of the two divisions, AHP Website Image and AHP Newsletter Cover Photograph.

The AHP Website Image winner grants AHP exclusive use of the image on its website for a period of one year and receives one free registration certificate to the 2009 AHP Seminar in New Orleans. The photographer will be identified on the AHP website in the footer of every page with a link to the photographer’s website. A brief write-up on the winning photographer will be included in the AHP newsletter.

One winner and up to six finalists could be named in the AHP Newsletter Cover Photograph division. The winning photograph and any finalist photograph will appear on a cover of the AHP monthly newsletter, *For the record*, and will be identified on the cover. A brief blurb identifying the photograph as a contest winner or finalist will be included in the newsletter featuring the photograph on the cover with a brief write-up on the photographer. The

first place photograph receives a free registration certificate to the 2009 AHP Seminar in New Orleans.

"One of the difficulties we encountered in our first year," says AHP Executive Director Chris Brune "was in seeking equine images that weren't specific to a particular breed or discipline. Although the intention was good, the guidelines were too restrictive. The judges and I agreed to accept all eligible entries this year and base the selection on the criteria only. We regret that some members may not have entered this year because of the wording; however the Photography Contest will be held annually and will allow an opportunity for members to enter next year."

The results of the 2009 AHP Photography Contest are as follows:

**AHP Website Image Winner:**

Tod Marks, Staff Photographer, *The Saratoga Special*  
Honorable Mention: Lisa Kemp, Affiliate Member



PHOTO COURTESY TOD MARKS

**AHP Newsletter Cover Photograph Winner:**

Dawn Faught, Affiliate Member  
1st Place: Tod Marks, Staff Photographer, *The Saratoga Special*



PHOTO COURTESY DAWN FAUGHT

Finalists: Douglas Lees, Ryan Bell, Carien Schippers, Diana De Rosa, and Tracy Gantz, all Affiliate members.  
The 2009 winning images may be viewed on the AHP website at  
[http://www.americanhorsepubs.org/programs/photo-contest/photo\\_contest\\_winners\\_2009.pdf](http://www.americanhorsepubs.org/programs/photo-contest/photo_contest_winners_2009.pdf)

Christy West, AHP Webmaster, will introduce the redesign of the website home page displaying the contest-winning image during the AHP Seminar in New Orleans.

Thanks to all members who entered the Photography Contest this year. Guidelines for the 2010 Photography Contest will be posted to the AHP website as available.

**SAVE THE DATE**

**2010 AHP Seminar - June 17 - 19, 2010**

Lexington Downtown Hotel & Conference Center  
Lexington, Kentucky

**World Equestrian Games**

**September 25 - October 10, 2010**

Kentucky Horse Park  
Lexington, Kentucky

**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)



## PASSINGS

### **Peter Winants, 1987-1988 AHP President**

By Chris Brune

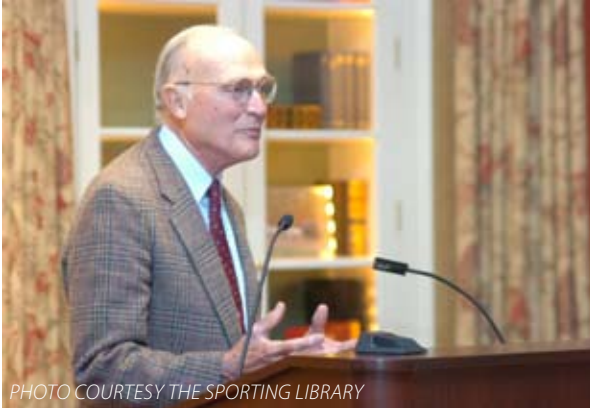


PHOTO COURTESY THE SPORTING LIBRARY

The equine publishing and sporthorse world lost Peter Winants (82) on May 18, 2009.

Peter grew up immersed in Maryland's sporting community. As a boy, he witnessed the match race at Pimlico Race Course between Seabiscuit and War Admiral in 1938.

He served in the Army during World War II and later during the Korean War. After the Korean War, he pursued an interest in photography, starting out doing portraits and weddings, but turned to photographing horses.

Although Peter was well-known in steeplechase and foxhunting circles throughout Maryland and Virginia, I will remember him as the former publisher of *The Chronicle of the Horse* and the 1987-1988 AHP President. Over the years, Peter and I stayed in touch and the best way I could pay tribute to him is to include some of his own words.

From 1962-1972, Peter freelanced for *The Maryland Horse* covering events and photographing stallions at breeding

farms for ads. He described his position as a freelance photographer and sometimes writer, but "my primary role was to accompany Snowden Carter to exotic places like Moscow and Louisville to be certain that he behaved and came back in one piece. Great fun and memories," Peter wrote me in 1990 on a profile we compiled for AHP's 20th anniversary.

In 1972, Peter was hired as editorial assistant at *The Chronicle of the Horse*. George Ohrstrom, who Peter had befriended while at Princeton and who later became the owner of *The Chronicle of the Horse*, named him editor in 1975.

Peter describes it this way, "I crossed the Potomac in 1972 to join *The Chronicle* as assistant to editor, Alexander Mackay-Smith. It took several years, however, to fully recover from escapades with Snowden, Arnold Kirkpatrick, and others (his publishing peers back in the day), but I became editor in 1975 for a 10-year tenure, then publisher in 1986.

Peter Winants was a mystery to me for many years when I would see him at annual seminars. I think I was deceived by his conservative appearance and quiet nature. My first opportunity to discover the real Peter happened when I joined the AHP Executive Board in 1986. Although his true personality wasn't totally revealed to me right away, I realized I had underestimated this man's meek, mild manner. Here was a force to be reckoned with, a man with opinions and conviction. I knew then he would make a great president. However, what I was to discover later was that Peter had a comedic side, the type who catches you off guard with his quick, dry wit.

In 1987, Peter was elected AHP President. He remembered, "The executive secretary (at the time) resigned during my tenure leaving me holding the bag

for details of the winter meeting in Charleston and the summer meeting in Denver. This was accomplished in varying degrees of efficiency due to almost daily phone calls to Chris. At Denver, we had the good fortune to secure Bill Hilliard (as Executive Director) and this was the major accomplishment of my presidency."

Those phone calls cemented our friendship. In truth, Peter accomplished the tasks with his usual "get-it-done" attitude, corresponding with members through memos and the newsletter. He secured an impressive panel of judges for the awards contest that year and planned an informative summer seminar in Denver, Colorado, in conjunction with the Morris Animal Foundation Convention.

Tracy Gantz, then managing editor of *The Thoroughbred of California*, followed Peter as AHP President in 1988. She remembers, "Peter to me embodied the true term of 'gentleman'. He was unfailingly courteous, always friendly, with that old-school charm. And he loved Middleburg. As someone from California, I didn't know much about Virginia hunt country, but Peter knew just about everything, from the area's history to riding to hounds to the interesting architecture. Listening to him gave me an understanding into an area of the country I knew little about, and when AHP had meetings in and around Middleburg, he was always there to proudly show us his community, complete with interesting facts few other people knew."

"When it came time to pass the baton, I presented him with a funny T-shirt, knowing that Peter Winants wearing a T-shirt was about as incongruous as an impetuous girl from California succeeding this old-world gentleman as president of AHP. He accepted the gift in the spirit it was meant, thanking me warmly and putting on the shirt, while I'm sure he was thinking, "What the heck is this?"

"I have missed his soft-spoken explanations of all things Middleburg in the years he hasn't been active in AHP. Members who came along after he retired lost a rare chance to learn from a fascinating, intellectual lover of the horse. And now Middleburg has lost one of its true champions," Tracy says.

In 1991, Peter hired Robert Banner Jr. to replace himself as publisher at *The Chronicle*, and was named director of the National Sporting Library. He served on the board of directors of the NSL from 1991 to 2005, then as honorary director until his death.

Peter leaves behind a literary legacy with his published books, *Jay Trump: A Steeplechasing Saga* (1966), *Flatterer: A Story of a Steeplechase Champion* (1988), *Steeplechasing: The Complete History of the Sport in North America* (2000), *Foxhunting with Melvin Poe* (2002), and *The Sporting Art of Franklin B. Voss* (2005).

More importantly, he leaves behind the memories of a man who wrote in 1990. "My major achievement is to continue to enjoy daily rides on my horses about the incredibly beautiful countryside in Middleburg, Virginia, and to thoroughly enjoy foxhunting and steeplechase racing, which have been my prime horse interests for upwards of 50 years."

Peter enjoyed his life and horses for many more years and I believe he has found another beautiful place to continue to pursue the sport he loved.

## AHP NEW MEMBERS

### CORPORATE MEMBERS

#### Latigo

Equestrian riding apparel  
Contact: Elizabeth Israel  
719 Walnut Street  
Boulder, CO 80302  
Phone: 303-800-0742  
Fax: 303-449-4332  
info@latigoequestrian.com  
www.latigoequestrian.com  
Latigo offers English brand apparel including breeches, performance tops, sweaters, socks and gloves.

#### Straight Arrow Products, Inc.

Horse grooming products  
Contact: Karen L. Schell  
P.O. Box 20350  
Lehigh Valley, PA 18002  
Phone: 610-882-9606  
Fax: 610-882-9688  
kschell@straightarrowinc.com  
www.manentail.com  
Makers of the original Mane 'n Tail.

### NON-PROFIT CORPORATE MEMBER

#### Kentucky Equestrian Center Foundation

Show, eventing, dressage, x-country facility  
Contact: Kristie Wehmeyer  
P.O. Box 117  
No. Middletown, KY 40357  
Phone: 859-556-9495  
rednrusty@bellsouth.net  
www.kyequestriancenter.org  
Kentucky Equestrian Center is a full service facility, 138 stalls, 150' x 350' arena, 100' x 150' arena, 2 dressage arenas, cross-country course available, stadium obstacle course, RV sites, restroom with showers. For show, clinics, community activities, regional and national availability.

### EQUINE-RELATED WEBSITE MEMBERS

#### EquestrianCoach.com

Celebrities and VIPs talk horses  
Contact: Jennifer Kasten  
3707 E. Crest Lane  
Phoenix, AZ 85050  
Phone: 602-295-9132  
Fax: 02-532-7422  
jkasten@equestriancoach.com  
www.equestriancoach.com

#### EquineVIP.com

Online video instruction  
Contact: Susan Ashbrook  
3375 Wild Oak Road  
Lompoc, CA 93436  
Phone: 310-953-1745  
susan@equineVIP.com  
www.equineVIP.com

#### ZephyrsGarden.com

All natural equine products  
Contact: Georgette Topakas  
1428 East Valley Road  
Santa Barbara, CA 93108  
Phone: 805-448-0390  
Fax: 805-969-6105  
gttetopakas@hotmail.com  
www.zephyrsgarden.com

### ASSOCIATE EQUINE-RELATED WEBSITE MEMBER

#### HomesForHorses.org

Contact: Stacy Segal  
700 Professional Drive  
Gaithersburg, MD 20879  
Phone: 301-258-1408  
ssegal@hsus.org  
www.homesforhorses.org

### AFFILIATE MEMBER

#### Emily Esterson

Magazine management, editing, writing, coaching  
E-Squared Editorial Services  
2329 Lakeview Rd. SW  
Albuquerque, NM 87105  
Phone: 505-553-2671  
Fax: 505-873-0091  
emily@emilyesterson.com  
www.emilyesterson.com  
Emily has been an editor and writer for over 20 years, covering equine topics and equestrian business for most of that time. She has written for all the major publications. She has managed magazines as a contract editor working with art directors and publishers to develop and publish top-quality publications.

## SMALL BUT MIGHTY THERE'S ALWAYS A SILVER LINING

BY: CHERYL ERPELDING

I am really looking forward to going to New Orleans for AHP's annual seminar. I know that many of you had to cut this event out of your budgets and I understand completely. It took me a long time to join AHP; I started my magazine in 1986 and didn't join until 2000. For years, I had to decide between paying the printer or joining AHP and attending a seminar. But, attending my first seminar in Dallas was an amazing experience. Learning from others who were also trying to succeed in the equine publishing business was a boost to my company that I just had to have.

For those of you who can't attend the seminar, we will report back with what we learn. Most all of the equine publishers are dealing with decreased ad pages and revenues. Cutting costs has been a key ingredient for many of us for some time.

We at Riding's Publications printed our annual *California Horseman's Directory* and did some printer shopping. Because of an outside bid, we were able to shave \$6,000 off that big bill. Our general manager, Mimie Nordenstrom, also negotiated a better deal on our monthly magazine print bill. We in the industry are all in the same boat and many printers are willing to negotiate to keep their presses rolling.

We have also implemented a raise freeze as we continue adjusting to the new economy. So far, we are making it work and doing what we can to continue getting California's horse news to our readers while making our magazine attractive to our advertisers. This will be the first year we don't have a 2-5% rate increase. I know the advertisers will be happy about that.

I have been getting to as many horse events and meetings as possible. That direct interaction is the best for

keeping tabs on how the horse industry is doing. I am also doing my best to find the positive side of things and share it with everyone I meet.

I saw one of my long-time friends and supporters the other night. She told me that she had just sent in her two-year subscription, because she wants to make sure we are still here month after month. You've got to love readers like that!

You can follow me on Twitter and Facebook, where I'll post tips of the day from AHP. Go to [www.ridingmagazine.com](http://www.ridingmagazine.com) for those links.

Please e-mail me if you would like to share a tip or ask a question to our small publishers group for any of the upcoming newsletters.

*Cheryl Erpelding*  
CEO Riding's Publications Inc  
California Riding Magazine  
[cheryl@ridingmagazine.com](mailto:cheryl@ridingmagazine.com)

## TALES FROM THE HOME OFFICE INVESTMENT IS THE BEST MEDICINE

BY: JEREMY LAW, EDITOR

I'm excited about this year's seminar because of the great sessions and the colleagues I haven't seen since last year. But I'm also excited because there couldn't be a more perfect time to visit New Orleans.

New Orleans will be recovering from the devastation of Katrina for some time, though the worst days are clearly in the past. In some ways, New Orleans' recovery parallels our industry's (and our nation's) because the economy's worst days are in the past, too. Increases in appliance and home sales and decreases in unemployment filings seem to indicate that things are looking slightly better for all of us.

That parallel makes New Orleans a realistic city, stripped of any self-deception. It knows about survival. New Orleans knows where we've been, what we can accomplish, and it, too, sees its glass as half-full.

That also makes New Orleans a tempered, reasonable escape—to be enjoyed with eyes wide open, a healthy appetite and your camera. The French Quarter is back to its old self. The amazing food, jazz and zydeco music, historic sights and rich culture are there for you to enjoy and remember for the rest of your life.

And as we invest in our—and our industry's—future with a seminar that's focused on innovation, success and longevity, we can invest in a city that will benefit from the support. Even the most frugal of visitors to the Crescent City can be proud of the fact they're contributing to a bright future for New Orleans, for our country, for our industry and for themselves.

Nothing could be smarter, more fun, or more American. I look forward to seeing you there.

