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PHOTO CREDIT: CARIEN SCHIPPERS

AMERICAN HORSE PUBLICATIONS *FOR THE RECORD*
NOVEMBER 2008



AHP FOR THE RECORD NOVEMBER 2008 ISSUE

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TALES FROM THE HOME OFFICE THERE'S NO PLACE LIKE HOMEPAGE

BY: JEREMY W LAW, EDITOR

How did we get here?

Many in the publishing world are asking this, while desperately right-clicking their heels together. Like Dorothy swept up in a twister and deposited in a strange land, publishing has seen the landscape and players change a bit in the past months. Unfortunately—and despite a lot of searching—we've yet to see the man behind the curtain.



Fortunately, we have figures, trends and tracking to offer some guidance.

It's no surprise that the trend towards digital media continues. According to Magazine Publishers of America, both publishers' digital initiatives and readers' time spent on magazine web sites increased. Initiatives rose 8 percent in the third quarter of 2008, and consumer time spent on magazine web sites increased more than 15 percent. Additionally, of the 345 consumer magazine brands surveyed, unique visits to their web sites increased by almost 3 percent.

Where does the consumer's need to be online end and the success of digital initiatives begin? That line may be tougher to discern, but the two clearly go together.

Some of the mainstream magazine initiatives are interesting and might just inspire you if you're looking for your next digital move. Again, Magazine

Publishers of America lists a plethora of digital initiatives by type with a description.

<http://www.magazine.org/digital/14321.aspx>. If you've already launched your own digital initiative and want an easy view of your web traffic try visiting www.quantcast.com or www.alexa.com. Quantcast tends to have the information broken down in a more useful manner, and offers some helpful, supplemental information. If your site isn't included in either site's profiling, you can add your site to be profiled for free.

And don't forget: information on your favorite site or your competitor's site might be there as well.

Both sites' homepages also offer links to slightly differing lists of the top 100 American web sites, but their lists tell you where people are going. Interestingly, there are a few adult sites in Alexa's top 100. It seems in good times or bad, some things never change.

I'll admit that I've stopped searching for the man behind the curtain, and may remain among the purists, clicking my heels together. Digital media clearly has its place, but I will likely never put down my print reading to curl up exclusively with my laptop. The power of the printed page will always amaze me. And it doesn't mind dirt, sweat, rain, being sat on or tossed in a duffle bag the way electronic gadgets do.

Ideology aside, we have an obligation to our bottom lines and our customer service to give the people what they want. This means pressing on with our renewed vision and updated mission, lest our friends leave our bedside before we wake up.

AHP MEMBER SPOTLIGHT CARIEN SCHIPPERS



Carien Schippers has over 30 years experience photographing horses, equine events and farms. Her work includes supplying her vast stock photography site, special book and magazine assignments, editorial, calendars, catalogs, portraits, and fine art. Carien has an AAS degree from SUNY Cobleskill in Animal Husbandry and a two year certificate from the New England School of Photography. Visit Carien and her work at www.horsedrivephotos.com and www.imagequine.com

Carien also recently co-hosted a show on the Horse Radio Network, which offers tips on choosing a camera and taking better horse pictures.

<http://stablescoop.horseradionetwork.com/2008/11/08/stable-scoop-episode-13-how-to-take-a-better-horse-picture-and-what-is-chimping/>

How young were you when you fell in love with horses?

I started taking riding lessons at the age of 13 and horses became an important part of my life from then on. Other than when I was in college, I have always had horses in my life.

How did you discover photography?

I have photos that I took at a very early age and I always had some kind of camera. When I was in high school my father gave me an old German 35mm camera and I started printing my own photos in the darkroom at that time. This was a fully manual camera with no light meter. Starting in photography in this way has really helped me understand the basic concepts of photography which are essentially shutter speed, focal length, ISO and how they all relate.

How did you first get people to pay you to do something you love?

I was taking lessons at a stable and taking photos of other people's lessons at the same time. The instructor would use the photos to help her students evaluate their equitation, so from the beginning I understood the value of photos as a training tool. Most of my early work was just for fun, but when people saw the photos they wanted to buy them, so the business took off from there.

Did making your art your profession change how you felt about it?

This is hard for me to answer as this has been my business for so long. I think it would probably be easier to do art without having to make money at it, but at the same time it is wonderful to be able to make a living by doing something I love. Taking photos for me is something I need to do, and being paid for it is a bonus!

You definitely need to have a thick skin if you are going to be a pro photographer. Editors and clients can be very tough critics, so being able to edit your work ruthlessly and not be too emotionally involved with the work is essential to being successful. I make sure that clients only see the work I would want to see hanging on their wall or published in a magazine. A big mistake many photographers make is to show everything straight out of the camera, and this creates a really bad impression, in my opinion.

How do you promote yourself and get jobs these days?

I have been in business so long that most of my work is from referrals and repeat clients. I do some direct e-mail and a lot of networking. The horse world is so small that word gets around pretty quickly, which can be good or bad! I pride myself on being responsive and providing quick turnaround for people on deadlines. When I am not out shooting I am close to the computer and phone all day. If I have an image someone wants I can usually fill a request on the same day. It is very competitive these days so customer service and happy, repeat clients are extremely important to me. First and foremost I provide a service and want to be the photographer people think of when they are looking for a photo and are on a deadline.



You have two extensive web sites, an e-newsletter, and a blog. Do you think freelance photographers today can survive without the web?

They could probably survive but they are missing a big chunk of the pie. I would say almost all my contacts come via the web these days. I think any photographer that is looking to promote themselves should have at least a very basic portfolio-type site so people can see some of their work and be able to reach them, and then check their email at least a few times a week. When you think about it, email is so much better than phone contact and gives us more creative freedom without being tied to the office. The key is to be responsive. These days, people expect fast responses, quick turn around on orders and being able to send files via the internet. Digital cameras make this part of our job so much easier than when we were shooting film.

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

It seems like business has been about the same for me and I am as busy as ever. Most of my clients are willing to pay for good photos and good service, and my business is diverse as far as what I offer. I think it is important to be versatile and able to change with the times. People are more careful with where they spend their money, which I think is a good thing. It reinforces for me that I have a product and talent that they value and are willing to spend their money on.

How would you describe a horse to someone who's never been around one?

I don't need to describe them, I try to communicate what horses are and what they mean to me via my photography. When I show my fine art work, I have many non-horse people really respond emotionally to

the work to the point that it sometimes surprises me. But this is the response I need to know I have been successful with my work. Horses represent many concepts: strength, power, freedom, vitality, health and it seems like all people can respond to the images. That is why we see many non-horse venues use horses in their branding and advertising.

I would like to see more technically correct equine images in mainstream advertising rather than some images that are being used that show little or no understanding of horses from the photographer's viewpoint. I think it is critical for the photographer to have at least a basic understanding of horses to be successful photographing horses, and the same goes for the image buyers.

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

The whole industry is changing. I believe there is a future, but I think there will be a continued migration to web-based offerings in addition to print.



AHP NEWS

NOMINATE YOUR FAVORITE VISIONARY FOR THE 2009 EQUINE INDUSTRY VISION AWARD

The deadline date for nominations for the 8th annual Equine Industry Vision Award is on or before February 2, 2009. Pfizer Animal Health sponsors the award in partnership with American Horse Publications (AHP) and developed it to recognize outstanding leadership, creativity and meritorious contributions in the equine industry.

The 2009 Equine Industry Vision Award will be presented on June 26, 2009 during the AHP Annual Seminar in New Orleans, Louisiana. The award recipient is given the Equine Industry Vision Award Perpetual Trophy, created in the finest full lead crystal by master artisan Peter Wayne Yenawine and commissioned by Pfizer Animal Health. In addition to the perpetual trophy, the winner receives a smaller version of the award as a memento of this unique recognition.

Since inception in 2002, there have been many worthy nominees for the Equine Industry Vision Award. Anyone is eligible to be nominated, re-nominated, or to nominate a candidate for the Equine Industry Vision Award and nominees may include individuals and/or organizations. Candidates may be considered for a single outstanding visionary achievement or for sustained outstanding contributions that have made a profound impact on the equine industry.

New for 2009

In prior years, the previous year's finalists were automatically re-nominated for the next year's

award. In 2009, all past non-winning nominees including finalists must be re-nominated. Therefore, if you have nominated a candidate in the past who hasn't earned the honor, you may wish to update your nomination and resubmit your candidate for the award in 2009.

The past seven recipients of the Equine Industry Vision Award include: Sally Swift, the founder of the Centered Riding® method used by riders across all disciplines; David O'Connor, best known for his Olympic accomplishments and his work as president of the United States Equestrian Federation (USEF); Stanley F. Bergstein, Executive Vice President of Harness Tracks of America (HTA), a position he has held for over four decades; John Ryan Gaines, noted for his countless contributions to the horse world that continue to reach across disciplines; the American Quarter Horse Association (AQHA) honored for the organization's vast, positive impact on the equine experience world wide; Don Burt, who spent over 50 years living and working as a member of the horse industry; and Alexander Mackay-Smith for his broad contributions to the whole of the equine industry, not only in his books, but also in the organizations that he helped found and that are still flourishing.

To request a nomination ballot for the 2009 Equine Industry Vision Award, contact: Christine W. Brune, Executive Director, American Horse Publications at (386) 760-7743 or email ahorsepubs@aol.com.

Nomination information is also available at the AHP website at www.americanhorsepubs.org. All materials will be due on or before February 2, 2009

FORMER AHP PRESIDENT LES FORD DIES

Leslie P. Ford, 84, the editor of the *Harness Horse* magazine for 23 years, died October 21, in Harrisburg, Pennsylvania.

Prior to his years of traveling to racetracks all over North America to report on harness racing, Les served with the United States Marine Corps and attended Indiana University. He was a member of the Paxton Presbyterian Church, Penn Garden Lions Club, the United States Harness Writers Association, United States Trotting Association, and Grand Lodge F & AM of Indiana. He was inducted into the Writers' Corner of the Harness Racing Hall of Fame in Goshen, NY.

Les served as the 1985-1986 AHP President during a term that included a winter meeting in New Orleans. Back in the days when AHP held its annual meeting in the Washington D.C. area, the group gathered at Ernie's Crab House in Alexandria, Virginia, to eat crabs on long tables covered in brown kraft paper. There was always a contest to see who could eat the most crabs. Les wielded a mallet with efficiency, earning the title of AHP "Crab King" in 1982 and sharing the title in 1984 with Audie Rackley of *The Quarter Horse Journal*.

In 1990, Les attended the AHP 20th anniversary seminar in Washington, D.C. along with ten other Past Presidents. In 2003, Chris Brune invited Les to attend the seminar in Hunt Valley, Maryland. She remembered walking into the hotel restaurant and seeing a lone gentleman sitting at a table that she immediately recognized as Les. Unfortunately, Chris was the only one to see Les at that seminar as he didn't hear his wake-up call and missed the AHP breakfast he was planning to attend before he had to leave. Like many of

his contemporaries, he was proud of the growth of the association and the friends he had made in this industry.

In a letter to the members in 1986 after attending the New Orleans meeting, he wrote: "There's a funny twist to these AHP meetings. When you attend and share your experience and knowledge with the group, you always seem to take more back to your paper than what you brought."

ON THE ROAD AGAIN



PHOTO CREDIT: SUSAN DIPIETRO, HORSEMEN'S YANKEE PEDLAR

After a two year absence, AHP Executive Director Chris Brune returned to Equine Affaire in Massachusetts in November to staff the AHP Newsstand booth.

"Growing up in the horse world in Massachusetts, I always enjoy the opportunity to mix and mingle with the Northeast horse environment," said Chris. "My sister, Judy, comes up to help me man the booth for the weekend and I get to see many of my AHP friends and members."

During the last two years, Chris relied on assistance from AHP members to set up and staff the booth. "This year, I reaped the benefits of their experience when I arrived on Wednesday to discover Affiliate member, L.A. Pomeroy, had the booth already set up and was busy opening and organizing boxes. What a wonderful surprise!" said Chris.

Another AHP Affiliate member, Claudia Sarti, who has helped staff the booth during the past several years, worked the night shift on three days. Chris said, "It speaks volumes when a member tells you that staffing the AHP booth at Equine Affaire is one of the highlights of their year."

Special thanks goes L.A, Claudia, and Judy as well as the other AHP members who offered relief time including Fran Jurga, *Hoofcare & Lameness Magazine*; Stephanie Huss, *Tack n' Togs*; Karen Tappenden, *Holistic Horse*; and Shelley Partridge, Blood-Horse Publications.

The next upcoming event for the AHP Newsstand booth will be Equine Affaire in Pomona, California, on January 29-February 1, 2009. If you have not already signed up for this event and would like to participate, please contact me at ahorsepubs@aol.com. With so many of us considering budget cuts, the AHP Newsstand booth offers an opportunity to distribute publications or promotional brochure without the added cost of your own booth.

If you have any questions about the AHP Trade Show Program or need a participation form, please contact me at (386) 760-7743 or visit www.americanhorsepubs.org. Go to Programs, then Trade Show or use this link. www.americanhorsepubs.org/programs/trade_show/

UPCOMING AHP SEMINARS NEW ORLEANS 2009

The AHP "Free Rein in The Big Easy" Seminar will be held on June 25-27, 2009 at 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, and \$20 per 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 847-240-0100 and asking for the American Horse Publications block.

www.marriott.com/hotels/travel/msymc?groupCode=AHPAHPA&app=resvlink&fromDate=6/18/09&toDate=7/18/09

Information on the AHP "Free Rein in The Big Easy" Seminar will be posted to the AHP website as available.



UPCOMING AHP SEMINARS LEXINGTON 2010

The 2010 AHP Annual Seminar will celebrate its 40th anniversary in Lexington, Kentucky, on June 17-19. AHP will be in Lexington only a few months prior to 2010 Alltech FEI World Equestrian Games (WEG), a major world equestrian event held for the first time in the USA. These are two great reasons for AHP members to visit Lexington, Kentucky in 2010.

AHP is working with the World Games 2010 Foundation to keep our members informed of the latest news on the WEG 2010 by providing the needed resources to tailor coverage of the Games to your readers. Also, this will provide members with an idea of what they can expect to see during the 2010 AHP seminar as Lexington prepares for this exciting equine event at the Kentucky Horse Park.

Please feel free to email Chris Brune at ahorsepubs@aol.com or Kimberly S. Brown, 2010 AHP Lexington Seminar Co-Chairman, at KBrown@TheHorse.com with any comments or questions.

WEG 2010 INFORMATION

To register to receive credentialing application information, please log on to www.feigames2010.org/mediaregister.aspx.

To discuss ideas your coverage plans before and during the Games, contact Amy Walker, public relations manager at awalker@feigames2010.org or at 859-255-2010 ext. 235.

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SMALL BUT MIGHTY- HOPE IN THE MIDST OF ECONOMIC MELTDOWN

BY: KAREN PICKERING, THE NORTHWEST HORSE SOURCE, LLC

Greetings from the Northwest!

Whew! What a year. It started off pretty well, but wow, things really slowed down here at the end. So what are we at the *Northwest Horse Source* doing to make it through these tough economic times?

First of all, when things go wrong, our natural tendency as human beings is to focus on the bad. We worry, we stress, and we start thinking about an exit strategy. Here are a few things I have found really help when the outlook is bleak:

- Remember that things will get better. There is always a cycle of ups and downs.
- Stop worrying. I cannot think of a single time that worry and fret have ever helped a situation.
- Keep your dreams and visions in the forefront; don't waver from your plan of action and you'll be far more successful in the end. Pay attention and make necessary adjustments, but don't change the path entirely.
- Try to focus on the positive things that happen during tough times. We learn how to conserve, live on less, and do away with excess. It's a time to organize, rethink strategies and focus effort and energy on things that will make us grow as organizations in small but steady ways.

With good people we can make great things happen. I was reminded by Jennifer Bryant's column from last month that stated it's good to remember the people who have inspired you, assisted you with answers to your questions or given you good information. This is the time to thank them.

Expressing gratitude is free and creates a great deal of good will, and it's just one of the many things we can do to preserve our relationships with all those we come in contact with, be they colleagues, readers or clients.

Keeping those good clients can be a strain when things get tight, but one of the best ways to maintain that

relationship is to follow the old writer's adage and show—rather than tell them about—your support. If one of my advertisers makes a horse product I want or need, I buy it from them instead of another company that might be a little cheaper but doesn't do business with us. There is no clearer way to show your clients their value than by becoming a client of theirs.

Don't forget about your staff and sales team, either. Each person's expertise in his or her own area may lead to ideas you hadn't thought of while you were busy keeping track of the bigger picture. Thanks, encouragement and listening are great tools to keep the ideas flowing and the lines of communication open. A genuine interest in customers, vendors and staff is something smaller publishers can truly excel at on a daily basis since many of us are part of our target communities.

Survival through trying times requires a good plan. This is the time to work on the business, not in the business. By this I mean that when you find your time freed up by fewer clients, instead of catching up on paperwork or sorting that backlog of old issues, think forward rather than backward and refine your short- and long-range business plan. Set definable, realistic goals and take one step at a time to achieve them.

There are many programs available to help small publishers. I consult regularly with my local business group and Small Business Development Center. The AHP website offers a wealth of information, as do those colleagues, clients, staff members and readers that make up our magazines' communities. The resources abound; all we have to do is access them.

Keep thinking ahead...not behind!

The Northwest Horse Source
www.nwhorsesource.com
360.332.5579 or toll free 1.866.384.5579

Visit our blog at <http://nwhscybersaddle.blogspot.com> for updates, contests, and more!



FREELANCE WRITING WORKING WITH EDITORS

BY: AUDREY PAVIA, AFFILIATE MEMBER

I've been fortunate in that I have worn both the editor and writer hats in my years in the publishing world. This puts me in a unique position to understand both sides of the desk.

Getting along with editors is probably the single most important aspect to a successful freelance career. You could be the greatest writer (or photographer) in the world, but if you are unpleasant to work with, you won't get assignments.

Editors are busy people. They are often expected to put out a great product (magazine, newsletter or book) on a shoestring budget. Most are overworked, underpaid and understaffed. They tend to have little patience for authors who are difficult to work with, and with good reason: they don't have time for problems.

If you value your career as a freelance writer, adhere to the following rules of behavior when working with editors. If you do, you'll find that assignments—good ones—come often.

Audrey Pavia is an award-winning writer specializing in animals, science and nature, and general non-fiction. This long-time freelancer and former editor for Horse Illustrated is now a freelance writing and editorial consultant as well as the author of numerous books including the best seller Horses for Dummies. She can be visited at www.audreypavia.com, by writing audrey@audreypavia.com or at 951-582-9653.



Just Remember The "Be"

- * **Be on time.** Editors don't like writers who miss deadlines, especially without notice. If you are having a problem with a project and don't think you'll be able to make the due date, send your editor an email letting him or her know of the glitch. Provide a date when you can get the story in. In most cases, the editor will give you extra time and will appreciate the heads up.
- * **Be professional.** Even though you work at home in your pajamas, your email and telephone correspondence should exude a businesslike tone. By all means, be friendly, but don't send your editor an email telling her all about the weird dream you had last night, or how your nephew just entered rehab. Maintain some semblance of professionalism so your editor views you as a serious pro.

* **Be gracious.** A sure way to irritate an editor is to give him or her a hard time about the way your story was edited. If mistakes were introduced to the piece, or very important information removed, you are within your rights to speak up. But if you are so attached to every word you write that you can't bear to see any of them changed or deleted, you are in the wrong business.

* **Be patient.** One of the hardest aspects of freelancing is waiting to get paid. It's hard to stomach having to wait three or four months for a check when you turned your article in on time—especially if your contract specified that you would be paid upon acceptance. If your payment is late, keep in mind that your editor probably doesn't even know about it. Don't call up and demand your money in an angry tone. Calmly inform your editor that your payment is late, and ask him or her to check on it for you. Chances are your editor will be mortified that you haven't been paid yet and will do whatever possible to make sure a check is issued immediately.

* **Be considerate.** Writers often get annoyed when editors take a long time to answer their queries. This is understandable since we make our living by writing stories or books and can't afford to wait forever for a reply. On the other hand, remember that editors are overworked and are often backed up on their correspondence. If you haven't heard back on a query for a few months, send a gentle reminder. The editor will take note of your professionalism and may just reward you for it.