



AHP For the record

An association newsletter for members of American Horse Publications

October/November 2006

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For more information on AHP or
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AMERICAN HORSE PUBLICATIONS

49 Spinnaker Circle
South Daytona, FL 32119
386-760-7743; Fax: 386-760-7728

E-mail: AHorsePubs@aol.com

Web Site:

www.americanhorsepubs.org

AHP For the record

Dean Hoffman, Editor
Barrie Reightler, Design

—PRESIDENT'S MESSAGE—

By Dean A. Hoffman, AHP President 2006-2007

Need help? Ask an AHP member

Recently I needed some professional advice.

If I needed legal advice, that would set me back a couple hundred bucks an hour.

If I needed accounting advice, I'd have to shell out for that, too.

But I needed some advice relative to equine journalism and I got it for free.

How? By calling an AHP member who I know and respect.

That's one of the benefits of AHP that is impossible to quantify. How do I put a price tag on expert professional advice from someone I trust so much?

Fortunately, I've never had to answer that question whenever I called an AHP member because advice was given freely and quite willingly. I found the advice invaluable, but it never cost me one red cent.

Over the years I've asked AHP members for advice on advertising matters, design and layout concerns, personnel questions, and much more. I don't always call the same person, of course. If I needed information on equine book publishing, I'd probably call someone at *The Blood-Horse* because I know its Eclipse Press has a wide array of titles and certainly a lot of experience in book publishing.

I hope you'll take advantage of AHP members whenever you need some assistance in your job. One of the advantages of being a veteran (i.e. old) AHP member is that I know many people personally. But I certainly don't know all the AHP members. (I think Chris Brune is the only one who knows everyone.)

Even though you may not know an AHP member, if you know that a certain person has a lot of great design ideas, why not pick up the phone and call to introduce yourself? Ditto if you're seeking advice on photography or editorial matters.

If you simply don't know who to ask, call Chris. It's almost a cinch that she'll point you in the right direction.

I've found that AHP members share willingly without any concern about giving away "trade secrets" or even hiding behind competitive jealousies. Sure, I know that there are some publications in AHP that are in direct competition with each other; I don't expect those people to swap advice. That would seem to be the exception rather than the rule in AHP, however.

Maybe the best example of cooperation I can give you involves two AHP affiliate members. I've known Bob Carson, a humor writer from near Cleveland, for several years and I encouraged him to join AHP and attend the Orlando meeting. I said that he might pick up some free-lance writing assignments.

The first night I was there, I met Bob Goddard, another AHP affiliate. He's a humor writer from Michigan.

I thought, "These guys will surely have a duel with small-caliber handguns because they're two humor writers competing for assignments in the equine market. And they're both named Bob. And everyone knows that people in Ohio and Michigan are supposed to hate each other if only because of the football rivalry."

continued on page 3

Albuquerque, New Mexico, to host AHP "Fiesta del Caballo" seminar on June 21-23, 2007

HOTEL HEADQUARTERS

The AHP "Fiesta del Caballo" Seminar will be held at the Marriott Albuquerque Pyramid North (<http://marriott.com/property/propertypage/abqmc>) in Albuquerque, New Mexico. The southwestern-style hotel is designed after an Aztec pyramid featuring an open 10-story atrium with a rock waterfall and lush greenery and located off I-25 and only minutes from Historic Old Town, the Sandia Tram, and the ABQ Airport. All guest rooms feature the new bed from Marriott with down comforters, designer duvets, fluffier pillows, plus high-speed internet access, two-line phone with dataport, voicemail, coffee-maker, hairdryer, iron and remote-control cable television with pay-per-view movies and WebTV. Facilities include a restaurant and a lobby lounge, business center, indoor/outdoor pool, fitness room, and gift shop.

American Horse Publications

Group Rates: Single/Double: \$119 / Upgrade to Concierge Level: \$30.

These rates are exclusive of state and local taxes, which currently total 12.75%. In order to receive the preferred rates, please mention that you are with American Horse Publications at the time you make your reservation. Rates cannot be changed at check-in or checkout time for guests who fail to identify their affiliation prior to arrival. The convention rates extended may be made available for (3) days before and (3) days after conference dates, based upon guest-room and convention rate availability at the time of reservation. Should the convention rate not be available for pre and post stays, the prevailing hotel rate will apply. **FOR RESERVATIONS, CALL: 1-800-262-2043. All reservations must be received by the cutoff date of May 31, 2007.** Reservation requests received

after this cut-off date will be accepted on a space available and rate available basis at the AHP group rate.

In July 2006, Marriott International, Inc. went 'Smoke-Free' at all hotels in North America. Therefore, there will be no "smoking rooms" available at the Marriott in Albuquerque. To accommodate smoking guests, the hotel has designated an area outdoors with park benches. If you are planning to attend the Albuquerque seminar and require a smoking room, please contact Chris at (386) 760-7743 or ahorsepubs@aol.com to discuss alternative accommodations. The Marriott does have limited first floor rooms with patios, but these will have to be reserved through Chris. She will also have suggestions for a nearby hotel that offers smoking rooms if necessary.

TRANSPORTATION

If you plan to stay at the hotel throughout your stay, you will not need to rent a car. However, if you plan to visit area attractions or just want to be in control of your transportation needs, you should consider a car rental since parking is free at the hotel.

The Sunport Shuttle is the most convenient and inexpensive scheduled airport service between the hotel and Albuquerque Sunport International Airport (ABQ). Adults: \$19 one-way, \$36 roundtrip. Additional passengers are \$7 each way up to 10 passengers if booked at the time of reservation. To make reservations online, visit www.sunport-shuttle.com and click on Services, then click on online reservation form. For more information, or to make your reservations by phone, call (866) 505-4966. The Sunport Shuttle check-in counter is conveniently located inside the airport on the Baggage Claim Level across from Southwest's Baggage Carousel No. 3.

If you plan to rent a car, the driving directions from airport are as follows: West on Sunport Blvd to I-25 North (towards Santa Fe). Continue on I-25 for approximately 8 miles. Exit #232 Paseo del Norte. Turn left over freeway and take immediate left onto I-25 southbound frontage road (Pan American Freeway). The Pyramid is the third structure on the right.

For members flying, here is a list of the major airlines serving Albuquerque (ABQ): American Airlines, Continental Airlines, Delta Air Lines, Frontier Airlines, Northwest Airlines, Skywest Airlines, Southwest Airlines, United Airlines, and US Airways.

AHP unveils its online Photo Gallery

AHP recently added a new feature to its web site. The American Horse Publications Photo Gallery is a collection of photographs taken at AHP events. The first of these albums features images from the 2006 AHP Seminar held in Orlando, Florida in June. Webmaster Christy West worked with Executive Director Chris Brune to create the AHP Photo Gallery. Seminar attendees who contributed their photographs included Lua Southard and Becki Pitcher of Equine Resources International; Tracy Gantz; M. Anne Sweet of *Washington Thoroughbred*; Brad Bixler, Diana DeRosa, Cheryl Erpelding of *California Riding Magazine*; Diane Rice of *Appaloosa Journal*; Robert Bolson of Blood-Horse Publications; Gary Mazur of *Gaitpost*; Lara Poirrier, *Northern Horse Source*, and Chris Brune.

The second album added includes photographs from the 2006 AHP Board Meeting in Albuquerque, where several Board members had an opportunity to visit the Acoma Pueblo and Old Town Albuquerque.

The AHP Photo Gallery provides a visual way to show the fun and activities that make the annual seminar such a memorable event for members. Plans

are to add albums from several of the past AHP seminars as well as to add images from future seminars.

The AHP Photo Gallery resides at www.americanhorsepubs.org under Programs in the navigation bar. The link is <http://www.americanhorsepubs.org/album/>. Individual albums will also be linked to the appropriate seminar on the seminar pages.

All images are copyrighted by original photographers or assignees and images appearing in the American Horse Publications Photo Gallery may not be reproduced without permission. AHP members are welcomed to share these images for personal enjoyment. If you have photos you would like considered for the 2006 Orlando Seminar, contact Chris at ahorsepubs@aol.com. Photos are selected for variety of subject. Please caption all submissions.

Other recent features added to the web site include a Search Engine on the home page and improved navigation to search for members in the directory. Christy and Chris will continue to make the AHP web site a user friendly communication tool for members. Be sure to bookmark the site and visit often.

AHP offers students another year of internship opportunities

The 2007 Internship Handbook is now available to college students who have an interest in horses and seek a career in equine publishing. The AHP Internship Program is a great way to provide students with the resume-building experience that's so critical to today's job market. Interns gain valuable hands-on real life experience and AHP members acquire additional help when and where they need it most.

AHP serves as the umbrella organization for the internship program and is responsible for creating the application process, providing the forms, the mailing list, and a directory of the participating AHP member publications and businesses. The Internship Handbook includes program guidelines, expectations and responsibilities of the intern and the AHP participating member, and a directory of AHP participants. Each listing includes the publication or company name, a brief description, types of internships offered, availability/duration, requirements, information on compensation and housing, and con-

tact information. Students apply directly to the AHP member, who will choose the applicants that best meet their needs. AHP members may hire more than one intern.

AHP members who are participating in the 2007 internship program include: American Quarter Horse Association; American Shetland Pony Club and American Miniature Horse Registry; *Appaloosa Journal*; AQHA Publications; BowTie, Inc.; Breyer Animal Creations; *California Riding Magazine*; *California Thoroughbred*; *Carriage Driving World*; CBK Equine Marketing /AikenHorsesOnline.com; Certified Horsemanship Association; *Conquistador / The Peruvian Classified*; *Dressage Today*; Duff Marketing Communications, Inc.; Equestrian Collections.com; Equestrian Sports Promotions; EquestriSol; *Equine Journal*; Equine Resources International, LLC; EquiSearch.com; Florida Equine Publications; *Hoof Beats*; Hoofpicks.com; *Hoofprints*; *Horsemen's Yankee Pedlar*; *Northern Horse Source*; *Ohio Quarter Horse News*; Palm Partnership Training; Prime-

dia Equine Network; *Ride! Magazine*; Seminole Feed; *The Carriage Journal*; *The Chronicle of the Horse*; *The Texas Thoroughbred*; *Thoroughbred Times*; *USDF Connection*; *USPC News* and *Washington Thoroughbred*.

Information on the 2007 Internship Handbook is available online at www.americanhorsepubs.org or may be obtained by contacting Christine W. Brune, Executive Director, American Horse Publications, 49 Spinnaker Circle, South Daytona, FL 32119, (386) 760-7743, Fax: (386) 760-7728, e-mail: AHorsePubs@aol.com.

President's Message cont.

Well, just to prove that I know nothing (as if there were any doubt...), the two of them got along famously. Bob Carson told me that Bob Goddard gave him some valuable professional tips that really helped him.

That speaks well for the character and generosity of Bob Goddard, of course, but it also tells you what kind of help and support you're likely to find if you ask other AHP members. Give it a try.

Membership renewals and changes for 2007

AHP members can expect several changes for 2007, primarily in Corporate membership dues and in new member plaques and renewal membership certificates. These changes were implemented during the AHP board meeting held in Orlando in June.

Although all membership categories have increased in numbers during the past year, Corporate membership has had the most dramatic jump. In 1995, there were nine Corporate members; this year there are currently 152. The reason for this amazing growth can be attributed to the AHP Newsgroup, a popular and valuable benefit for businesses, organizations and associations that frequently send press releases to the equine media. Although members are limited to sending only two press releases per month, the number of press releases has increased in relation to the membership growth. Monitoring and posting the AHP Newsgroup has added to the current office workload, and has

the potential to be even greater in the future.

Therefore, the AHP Board of Directors made the decision to increase the Corporate annual dues to \$350 effective for 2007. An exception to this increase has been made for non-profit organizations whose annual dues will remain at \$250. Corporate members that are non-profit will be required to file proof of their non-profit status along with their new member application or renewal. This will be the first increase to Corporate membership dues since its inception and it is the Board's belief by increasing the Corporate dues to \$350, no further increase will be necessary for a long time.

The second change will affect all AHP members. Since its beginning in 1970, the association has used several forms to recognize annual membership, from wood plaques to the current acrylic plaques which are sent to new members. Unfortunately, since members

joined at different times, with some members dating back to the early years, there are now three different types of renewal certificates, depending on which membership plaque the member has. This has made producing renewal certificates a time-intensive and record-keeping project. Another problem is that the company that produced the current acrylic plaques has gone out of business, and finding a replacement has been difficult and could mean a fourth version of renewal certificate may be necessary.

Therefore, beginning in 2007, all AHP members, new and renewing, will receive an 8 1/2" x 11" certificate suitable for framing indicating the year of membership.

American Horse Publications' phenomenal growth in recent years to more than 450 members has been the result of the many valuable services the association offers its members and the willingness of fellow members to spread the word and encourage others to join our publishing group. The AHP Board of Directors works diligently to address the needs of all members and will continue to work on developing more services and benefits in the future.

AHP makes significant changes to Student Mentoring Program

By Rebecca Pitcher, Student Mentoring Chairman
Equine Resources International

American Horse Publications has revamped their Student Mentoring Program in an effort to better assist students and mentors. The changes created help to clarify responsibilities; enable students to benefit from the program after graduation; provide further means of communication and offer categories of interest between underclassman verses juniors and seniors. These alterations will assist AHP in matching students and mentors, as well as enhance the overall experience for participating members.

The Student Mentoring Program pairs AHP professional members with student members interested in pursuing a career in the equine publishing industry. Efforts are made to match students with a professional in the same geographical area so that face-to-face meetings can be part of the experience. This is especially important for college juniors and seniors, who are getting close to job searching. Mentors can assist these students with resume and portfolio review, job interview preparation, shadowing and job searching advice. Other areas where mentors can be help-

ful are providing career advice about selecting majors, courses of study and colleges.

New for the 2006-2007 year, AHP has extended their enrollment for college seniors. Student members who are in their senior year may now sign up and participate in the Mentoring program within one year after graduation. As AHP understands the challenges of finding a job and the importance of networking, this program change is an effort to better assist students facing that difficult time and aid in the job search.

Also new for this year, AHP has categorized between college juniors and seniors seeking advice on interviewing, the job search and enhancing their portfolio versus students who may be looking for more general advice such as courses of study, guidance on programs or internships and developing a resume. Using this as a guide, AHP will work to match students and mentors based on the goals they wish to get out of the program.

Another benefit for mentors and students is the option to provide an instant message screen name and cell phone

number on the application. This offers further means for communication opportunity and relationship development between the paired members. The guidelines and responsibilities have also been reorganized and clarified in an effort to reduce any confusion. For example, students should note that it is their responsibility to initiate discussion and maintain continued communication. However, mentors should see the added clause that they should take the first step if they do not hear from their student within a month of getting paired up.

AHP is ready to start matching students and equine publishing professionals for the 2006-2007 school year. This program is open to AHP members only. To request an AHP Professional Mentor or Student Enrollment Form, contact Chris Brune at (386) 760-7743 or by e-mail at ahorsepubs@aol.com. To download a form, visit the AHP web site at www.americanhorsepubs.org and click on Students, then Student Mentoring, then either Students or Mentors.

AHP offers a new membership category for colleges and universities

The AHP Board of Directors has created a new membership category for Colleges and Universities with interest in the equine industry. This category offers the same benefits as Corporate membership for an annual dues of \$250.

For over a decade, AHP has been very active in developing a relationship with the academic community to reach out to students pursuing careers in equine publishing. Additionally, the AHP Newsgroup can provide a valuable service to colleges and universities with

veterinary schools and equine research departments that need to publicize information to the equine media.

The online membership directory now includes the current College/University Member listings. If you know of a college or university that may be interested in joining AHP, please spread the word and encourage them to visit the association web site for information about membership and association activities or contact Chris at (386) 760-7743 or ahorsepubs@aol.com.

AHP Promotional Ads available online

Members are requested to publish membership ads on a space available basis. Members may set the ad copy to fit a space that conforms to their ad size requirements. High resolution PDF files of these ads are available to download.

Members may request a file of the AHP logo to use in promoting their membership by contacting Chris at ahorsepubs@aol.com.

Nominations due January 12, 2007 for the 6th annual Equine Industry Vision Award

January 12, 2007 is the deadline date for nominations for the 6th annual 2007 Equine Industry Vision Award, which will be presented on June 22, 2007 during the American Horse Publications (AHP) Annual Seminar in Albuquerque, New Mexico. Pfizer Animal Health sponsors the award in partnership with AHP and developed it to recognize outstanding leadership, creativity and meritorious contributions in the equine industry.

Anyone is eligible to be 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.

In recognition of these achievements, 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 ver-

sion of the award as a memento of this unique recognition.

At a breakfast sponsored by Pfizer Animal Health during the AHP Annual Seminar in Orlando, Florida in June 2006, the 5th annual Equine Industry Vision Award was presented to Stanley F. Bergstein. "Stanley Bergstein is a prime example of the innovative spirit and industry leadership that the Equine Industry Vision Award serves to recognize," said Kristin Ruff, Equine Products Manager for Pfizer Animal Health. "His endless dedication and insight have helped shape the equine world, particularly the harness racing industry, and will continue to do so."

In 2005, the award was presented posthumously to John Ryan Gaines who passed away on February 11, 2005. Gaines was noted for his countless contributions to the horse world that continue to reach across disciplines. In 2004, the American Quarter Horse Association (AQHA) was selected to receive this prestigious honor because of the organization's vast, positive impact on the equine experience world wide. In 2003, Don Burt was honored as the 2nd annual Equine Industry Vision Award

winner. Burt has spent over 50 years living and working as a member of the horse industry and his efforts have been felt across disciplines. In its inaugural year, the 2002 Equine Industry Vision Award was bestowed on Alexander Mackay-Smith (1903-1998) for his broad contributions to the whole of the equine industry. Mr. Mackay-Smith's influence continues today not only in his books, but also in the organizations that he helped found and that are still flourishing.

The other finalists in 2006 included Matthew Mackay-Smith, DVM, G. Marvin Beeman, DVM, David O'Connor, LSU Equine Health Studies Program, and Charlotte Brailey Kneeland. These finalists will automatically be entered in the 2007 competition.

To request a nomination ballot for the 2007 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

2007 AHP Student Award Contest guidelines available online

High school seniors or an undergraduate college students during the 2006-2007 undergraduate college year, *with at least one semester before graduation*, have a chance to win a cash award of \$1,000 plus an all-expense paid trip to AHP's annual meeting and seminar in Albuquerque, New Mexico, on June 21-23, 2007. The seminar will include three days of educational sessions and related activities including the Student Award Party and Auction and Annual Awards Banquet and Presentations. The Student Award Winner will have an opportunity to meet leading equine publishing professionals and discuss career possibilities. The winner will also receive an all expense paid trip hosted by Publishers

Press to one of their Two-Day Customer Education Seminars in Louisville, Kentucky, to have a unique experience to learn the printing process.

All qualified applicants will receive a complimentary Student annual membership and a complimentary Student registration certificate for the 2007 annual seminar in Albuquerque.

Student Award applicants are required to send a completed application form plus additional information by **March 16, 2007**. Eligible students may access guidelines and application at the AHP website at www.americanhorsepubs.org. The AHP Student Award Contest is open to residents of the US and Canada only.

AHP 2007 Awards Contest

It's not too early to start setting aside your favorites to enter in the 2007 American Horse Publications annual awards contest for material published in 2006. Rules will be available online at the AHP website after January 1. Deadline date is February 28, 2007. All entries must arrive on or before that date. Good Luck!

Gear Up for the 2007 AHP Trade Show Program

The AHP Newsstand booth is a cooperative program that provides members with a cost effective way to exhibit at national and regional equine events. Here are some reasons why this program may be perfect for you.

When budgets are tight, spend your money more effectively by spending your time at the event networking and allow AHP to distribute your publications or promotional material. Publication members may participate for a fee of \$300 for 300 copies. Publications with a circulation under 5,000 are offered the option to participate in the program by choosing to send half the number of copies for half price. A group discount is available for publication members published by the same publisher. Affiliate and Corporate members may also participate in this program and have an opportunity to distribute up to 300 copies of one promotional piece advertising their product or service. All publications and materials are distributed FREE. Free distribution allows members who contract their own space at these events to use the AHP booth as a second point of distribution and members with a free publication to participate. No sales or orders will be taken at the booth.

Valuable subscriber or contact leads are generated from the free drawings for a one-year subscription that are held during each event. Names and addresses are crosschecked for duplicates and then sent to you on labels or via e-mail based on your request. You also receive the original entry forms by mail on which your publication was checked. Remember, that the majority of entries are from people who are magazine read-

ers and often subscribe to several publications. Just because we ask them to choose the one publication they would like to win, doesn't mean that they are not interested in others.

The AHP Newsstand provides you with a way to reach thousands of horse people with a sample of your publication or promotional material. Many visitors are thrilled to see a publication that is new to them or that they have only seen on the Internet, but have never had an opportunity to see first hand. People really appreciate this service. In addition, your publication is available to hundreds of event exhibitors who may be prospective advertisers.

All participants may send a maximum of 300 copies due to limited stor-

age space. Publication Members with a circulation under 5,000 are offered the option to participate in the program by choosing to send 150 copies for half price. Affiliate and Corporate Members may also participate in this program and have an opportunity to distribute up to 300 copies of one promotional piece advertising their product or service. No sales or orders are taken at the booth.

Member participating fees are assessed based on cost of exhibit space, furniture rental, supplies, staffing, drayage, and/or any additional expenses directly associated with the booth. Participating members are responsible for shipping their publications or promotional pieces to the event on time.

PARTICIPATING FEES

Publication Member: \$300 (300 copies)

Publication Member under 5,000: \$150 (150 copies)

Affiliate Member: \$150 (300 copies)

E-Publication Member or Corporate Member: \$300 (300 copies)

A group discount is available for publication members published by the same publisher.

2 Publications = \$50 discount off total fees per event

3 Publications = \$100 discount off total fees per event

4 or more publications = \$200 discount off total fees per event

The AHP Newsstand booth will be at the following events:

Equine Affaire, February 1-4, 2007

Fairplex, Pomona, CA

Equine Affaire, April 12-15, 2007

Ohio Expo Center, Columbus, OH

Equine Affaire, November 8-11, 2007

Eastern States Expo, W. Springfield, MA

For more information on how you can participate in the AHP Newsstand, contact the AHP office at (386) 760-7743 or e-mail ahorsepubs@aol.com. Forms are available online at www.americanhorsepubs.org.

AHP Who's Who

Deborah T. Tatum has joined Morris Animal Foundation (MAF) as the director of an unprecedented, multi-institutional equine health initiative. In the role of director of the equine health initiative, Deborah will lead MAF's multimillion dollar campaign to raise funds to advance equine health and welfare worldwide. Prior to joining MAF, she was the executive director of the University of Kentucky Gluck Equine Research Foundation for al-

most 20 years. She was the director of development for the United States Equestrian Team in 1991-92 and was a senior consultant with The Clements Group from 1994-1999. Deborah was president of both American Horse Publications and the Kentucky Horse Council. She has served on the American Horse Council's State Horse Councils Committee, High Hope Steeplechase Board and a host of other horse industry-related causes. She is a mem-

ber of the Lexington Rotary Club, the Keeneland Association and the Thoroughbred Club of America. A graduate of Eastern Kentucky University, Ms. Tatum and her husband, Richard, live in Lexington, Ky., with their dogs. Horses are a lifelong passion for Deborah and she rides as often as possible. Deborah can be contacted at: 859.312.1441 or 859.268.4778; e-mail: dtatum@MorrisAnimalFoundation.org.

New Member Profiles

PUBLICATION MEMBERS

Today's Horse Trader

Glossy color all breed monthly

Contact: David Lewiecki

P. O. Box 807

Tijeras, NM 87059

Phone: 888-705-3711

Fax: 505-286-5382

E-mail: todaystrader@aol.com

URL: www.todayshorsetrader.com

CORPORATE MEMBERS

Andis Company

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1800 Renaissance Blvd.

Sturtevant, WI 53177

Phone: 262-884-2600

Fax: 262-884-1100

E-mail: fkoeller@andisco.com

URL: www.andis.com

Andis manufactures electric clippers, trimmers and blades for horse grooming. Andis offers a wide range of products, from large heavy-duty motor clippers to small trimmers for ears and clean-up.

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E-mail: joy@comfortstall.com

URL: www.comfortstall.com

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Kentucky Equine Sports Medicine and Rehabilitation Center (KESMARC)

Equine athlete rehabilitation

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Versailles, KY 40383

Phone: 859-873-9955

Fax: 859-873-6446

E-mail: kesmarcllc@aol.com

URL: www.kesmarc.com

KESMARC is a world class equine rehabilitation center, fully dedicated to the complete recovery and conditioning of horses across all athletic disciplines. Each program is individually designed and overseen by a veterinarian. Our unique facility is complete with a pool, aqua treadmill, solarium, training track,

and state-of-the-art hyperbaric chamber.

AFFILIATE MEMBERS

Bethany A. Caskey

Author, editor, illustrator, photographer, video

Caskey Studios

P. O. Box 263

Albia, IA 52531

Phone: 641-226-6196

E-mail: b@caskeystudios.com

URL: www.caskeystudios.com

Bethany is an author, writer and illustrator with 20 years experience in the equine publication market. She is also a first class photographer and has branched out into videography and editing. Her work has been published in *EQUUS*, *Arabian News*, *Rural Heritage*, *Western Horseman* and *Trail Blazer*.

Dusty L. Perin

Photography, digital equine library, writer

1984 Route 109

Acton, ME 04001

Phone: 207-636-1304

Fax: 207-636-1304

E-mail: dustyperin@metrocast.net

Dusty has been a published photographer since 1989. Her work appears regularly in *EQUUS*, *Horse Illustrated* and other horse magazines.

She has written articles for a variety of magazines including *Young Rider*, *HorseCity*, *Horse Illustrated*, *American Farriers Journal*, and others. She maintains an extensive digital library of images.

Christina Weese, BDes

Graphic design and consultation, writing

Foxtail Studio

2421 Kelvin Avenue

Saskatoon, SASK, Canada S7J 0T4

Phone: 306-931-7187

Fax: 306-931-0887

E-mail: foxtail@sasktel.net

URL: www.christinaweese.net

Christina Weese (BDes) is editor of Sport Pony Magazine, an online magazine serving the sport pony community. In 2005, she was runner-up in the AHP Student Award competition. Her career has naturally expanded to include freelance writing and equine photography. Christy is also a certified instructor with Equine Canada.

STUDENT MEMBERS

Kimberly French

University of Louisville

5300 Ranch View Drive

Amarillo, TX 79124

Phone: 315-450-0608

E-mail: kfrnch@netscape.net

Permanent address

8 Catherine Drive

Williamsport, PA 17701

Phone: 570-323-1747

Kimberly is a senior majoring in equine business. Her career goal in equine publishing is to promote horse racing, the equine athletes, and their caretakers to previously unreached markets. Although, she does not have prior hands-on experience with horses, she has enrolled in riding and general horsemanship lessons. She attended the 2006 Clyde Hirt Memorial Sports Media Workshop in August. As a result the *Louisville Courier-Journal* published her Hambletonian race story and race advance on August 4 and 5, 2006. Currently, she is the Brown Printing intern with the American Quarter Horse Association in Amarillo, Texas. From this experience, she expects to add to her list of published work which includes a magazine feature in *Horseplayer Magazine*.

Kara Kubarych

La Jolla Country Day School

4652 Sun Valley Road

Del Mar, CA 92014

Phone: 858-259-7666

Fax: 858-259-7186

E-mail: kkubarych@ljcds.org

Kara became an AHP member because she loves horses and writing. A tenth-grade student, she currently writes for her high school news publication and especially enjoys English class and composition work. She received the 9th grade English department award in 2005 and hopes to pursue writing in the future. Kara owns two hunter-jumper horses and rides nearly every day. After Hurricane Katrina, she organized a bake sale at large horse show and raised over \$2,000 in one day. The story was published in *Riding Magazine* and since then she has wanted to write for an equine publishing company and discover interesting and unique stories and put them in to print.

New Member Profiles

Annamaria Tadlock

Southwestern Oregon Community College
780 2nd Street SE, Ste. 3 # 11
Bandon, OR 97411
Phone: 541-347-4096
E-mail: ultimatehorse@gmail.com
URL: www.ultimatehorsesite.com

Annamaria, a college sophomore, has been riding and training horses

most of her life. She started UltimateHorseSite.com at the age of 13 and it has grown into one of the larger equine sites on the web. The site gives her the opportunity to learn about horses as well as improve her writing skills. She writes articles on horses for her web site as well as publishes other authors' work. She currently barrel races

and trains horses on her parent's ranch in Oregon. She hopes to continue to grow and manage the Ultimate Horse Site and promote the horse industry on the internet.

Calendar of Events

January 18-21, 2007

Maryland Horse World Expo
State Fairgrounds
Timonium, Maryland
Phone: 301-916-0852
www.horseexpo.com

February 1-4, 2007

Equine Affaire
Fairplex
Pomona, California
Phone: 740-845-0085
www.equineaffaire.com

February 1-18, 2007

San Antonio Stock Show and Rodeo
Horse Show
AT&T Center Grounds
San Antonio, Texas
Phone: (210) 225-1309
www.sarodeo.com

February 22-25, 2007

Pennsylvania Horse World Expo
PA Farm Show Complex
Harrisburg, Pennsylvania
Phone: 301-916-0852
www.horseexpo.com

February 23-25, 2007

EquiFest of Kansas
Kansas Coliseum
Wichita, Kansas
www.equinepromotions.net
www.kansashorsecouncil.com

March 30-April 2, 2007

The Equine Experience
Mid State Fairgrounds
Paso Robles, California
Phone: 805-237-0011
www.equineexperience.net

April 12-15, 2007

Equine Affaire
Ohio Expo Center
Columbus, Ohio
Phone: 740-845-0085
www.equineaffaire.com

May 11-13, 2007

New York Horse World Expo
Empire Expo Center
Syracuse, New York
Phone: 301-916-0852
www.horseexpo.com

June 8-10, 2007

Western States Horse Expo
Cal Expo
Sacramento, California
Phone: 800-352-2411
www.horseexpo.com

June 21-23, 2007

AHP Fiesta del Caballo Seminar
Albuquerque Marriott Pyramid North
Albuquerque, New Mexico
Phone: 386-760-7743
www.americanhorsepubs.org

November 8-11, 2007

Equine Affaire
Eastern States Exposition
West Springfield, Massachusetts
Phone: 740-845-0085
www.equineaffaire.com

AHP Who's Who *continued*

Trail Blazer magazine announces that Terri Folks has joined the staff of Trail Blazer magazine as Associate Editor. Terri previously served as editor-in-chief and communications director for the Pinto Horse Association of America, Inc. She has worked in the communications and publishing industries for

26 years. Folks graduated from the University of Central Oklahoma, Edmond, Okla., in 1980 with a degree in journalism. Terri will be stepping into the Associate Editor's chair to take over the editorial duties and influence the direction of the magazine with the first issue of 2007.

The Horse: Your Guide To Equine Health Care announces the promotion of Chad Mendell to Managing Editor, Stephanie Church to Copy/Features Editor, and Erin Ryder to Staff Writer. Rachael Turner is Photo/Newsletter Editor.