



AHP For the record

An association newsletter for members of American Horse Publications

Spring 2007

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AHP For the record

Dean Hoffman, Editor
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—PRESIDENT'S MESSAGE—

By Dean A. Hoffman, AHP President 2006-2007

AHP to experience Saratoga in 2008

After the February AHP Board meeting concluded, seven people traveled to upstate New York to check out a possible meeting site for 2008 in Saratoga Springs. We had already done a site inspection at the Quincy Marriott south of Boston.

We found that Amtrak was the most economical way to go, and the very hospitable Saratoga team said that they would meet us in Albany and provide town cars for the half-hour drive north to Saratoga.

So the "Magnificent Seven" from AHP journeyed to South Station in Boston to catch the train.

We were having a good time, laughing a bit too much, when a red cap at South Station took our baggage to be checked. He introduced us to the man who would serve as the conductor for our trip.

Lua Southard asked the conductor, "What route do you take?"

I said, "Lua, they don't have much choice. The train just follows the tracks."

The conductor surveyed the motley crew of AHP members, then turned to his colleagues and asked, "How long do I have to wait to kick this bunch off the train?"

Amtrak loses gazillions of dollars each year and apparently tries to make it up by serving bad and overpriced food to its captive passengers, so we decided to grab some sandwiches at the station before our departure.

Once the others were safely seated on the train, Cheryl Erpelding and I made a

food run. The conductor frowned at the idea as he thought we were cutting it a wee bit too close.

We ordered seven sandwiches, all the same, and Cheryl kindly paid for them. We prodded the lethargic sandwich makers to step it up a bit.

When they were almost done making the sandwiches, Cheryl said, "Dean, I'll go ahead and tell 'em we're coming." With that she ran out the door and down the platform toward the waiting train.

That left me to carry the seven sandwiches. I ran along well behind Cheryl and was tempted to yell, "I might miss the train, but I'll sure eat well."

Fortunately, I made the train and distributed the sandwiches. Pat Trowbridge bought drinks and we all settled in.

Our trip was part of Amtrak's Lake Shore Limited and we passed through Framingham, Worcester, Springfield, and Pittsfield and then through the snow-covered Berkshires in western Massachusetts.

We got a royal reception from Molly Brindle of the Saratoga Convention & Tourism Bureau when we arrived in Albany and that continued until the last AHP member left Albany. The Saratoga Convention & Tourism Bureau uses the slogan "Perfect from Start to Finish" to describe its hospitality and that's certainly what we experienced.

We checked into The Saratoga Hotel and were later treated to a wonderful dinner at the nearby Olde Bryan Inn, originally established in 1773. Later that



Albuquerque, New Mexico, welcomes the AHP “Fiesta del Caballo” seminar on June 21-23, 2007

The AHP seminar has not been held in the Southwest since its meeting in Santa Fe in 1993. In Spanish, Fiesta del Caballo translates to Celebration of the Horse. We will have lots to celebrate in Albuquerque where we will honor the winners in the annual awards contest, the Equine Industry Vision Award and the Student Award. In addition, the seminar will provide a first class roster of guest speakers and sessions, tours of Santa Fe and Acoma Pueblos, and an opportunity to network with fellow equine publishing professionals and friends. As President Hoffman says, “Think of AHP as your family. And think of an AHP meeting as a family reunion.”

This year, there is added incentive for Affiliate members and small publishers to attend the seminar. The Board approved a discounted registration fee of \$150 for Affiliate members and Publication members with circulation 5,000 and under. This is a savings of \$100 off the full registration fee and a good reason to make a trip to Albuquerque worthwhile.

This newsletter provides lots of information about the seminar, but to keep up to date on Fiesta del Caballo activities and to download forms, visit the AHP web site at www.americanhorsepubs.org.

Guest Speakers and Sessions

FRIDAY, JUNE 22, 2007

DON RANLY, PhD. presents three sessions on Friday, June 22 that include **Grammar, Style and Usage, Reporting and Interviewing Techniques, and Writing the Magazine Feature Story.** This will be Don’s fourth appear-

ance at an AHP seminar and he is always a popular addition to the program. Don is professor emeritus of the Missouri School of Journalism where he taught for 32 years and was head of the magazine program for 28 years. He also taught undergraduate courses in the Principles of American Journalism and graduate courses in the Philosophy of Journalism. He is a veteran presenter of more than 1,000 writing, editing and publishing seminars to corporations, associations, and individual magazines and newspapers. Author of books and articles on the subject, Don is internationally sought as a communications expert.

Don’s session on Friday morning starts at 9:30 a.m. with Part 1 of “**Grammar, Style and Usage: Mastering Correct and Consistent Punctuation.**” This session will cover basic sentence structure and will demonstrate how knowing grammar and syntax will make it easier to apply consistent rules for using commas, semicolons, colons, hyphens, apostrophes and dashes. Learn to write and edit correctly with confidence and how to explain your editing to others.

You will discover:

- ◆ seven nearly infallible rules to master those pesky commas
- ◆ rules for punctuating complex and compound sentences
- ◆ the difference between restrictive and nonrestrictive clauses
- ◆ the difference between “which” and “that”
- ◆ when to place a comma between adjectives



- ◆ how to know when that hyphen is necessary for clarity
- ◆ when and how to use the much-abused apostrophe
- ◆ the precise use of the semicolon

“Mastering the Pronoun, the Verb, Consistent Style and Correct Usage”

follows the break with an hour-long session beginning at 11:00 a.m. Part 2 of Grammar, Style and Usage will concentrate on the pronoun (number, gender and case) and on the verb (tenses, voices and moods). You’ll review the participles, gerunds and infinitives and why it’s so embarrassing to use them incorrectly.

You will review:

- ◆ why and how the personal pronoun changes its form
- ◆ how to have pronoun agreement and avoid sexism
- ◆ how to be consistent with the tense of your verbs
- ◆ how to recognize and banish the passive voice in most cases
- ◆ why the subjunctive mood is not dead and should not die
- ◆ why purists still avoid splitting infinitives
- ◆ why dangling participles confuse and amuse readers

On Friday afternoon, Don presents a breakout session from 1:30 to 2:45 p.m. titled “**Reporting & Interviewing Techniques.**” After reviewing basic techniques of reporting, this seminar

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President’s Message *cont. from p 1*

evening we toured the hotel facilities to make certain that it could accommodate AHP in 2008.

Planning an AHP meeting involves a thousand-and-one-details and we had some minor concerns, but the hotel and convention reps assured us that they could work things out.

We were all very impressed by the town of Saratoga Springs. It is truly a horse lover’s paradise, but it will also appeal to those simply looking for a “spa experience” or a chance to learn more about the famous Saratoga battlefield.

There are some truly magnificent Victorian homes in Saratoga as well as the “grand dame” of American racecourses. Then there is the National Museum of Racing and Hall of Fame.

Well, I could go on and on about the wonderful attractions in Saratoga, but you’ll simply have to make plans now to attend the AHP meeting there in 2008 and see for yourself. It’s an experience you surely won’t regret.

will concentrate on one of your most important assets as a writer – your ability to talk to people and to get the kinds of quotes that enliven your stories and give them credibility. In this interactive session, you will sharpen those skills by listening to discussants tell what has helped them before, during and after the interview.

You will review:

- ◆ the nature of news and of reporting
- ◆ the sources for your reporting stories, especially people
- ◆ how to prepare for and set up an interview
- ◆ when, whether and how to use the tape recorder
- ◆ where and when to conduct the interview
- ◆ how to maintain control and go with the flow
- ◆ how to get an inner view

His third session, **“Writing the Magazine Feature Story,”** runs from 3:15 to 4:30 p.m. What are elements that make up that article that you can’t put down—that stays with you long after you have read it? What do the books say, what do those who write the articles say, what do readers say make good feature writing? How does it differ from the typical news story? What keeps you from writing prize-winning articles?

You’ll discuss:

- ◆ Narrative style - telling stories
- ◆ Paying attention to people
- ◆ Setting scenes, appealing to the senses
- ◆ Using literary devices

ARND BRONKHORST is an



equine photographer from the Netherlands whose breathtaking and unconventional photos are his trademark. Arnd’s huge online li-

brary at www.arnd.nl contains sports images, fascinating detail pictures, beautiful images of horses in freedom, and gorgeous atmospheric photos. Since 2003, he has been working together with three top photographers: Charles Mann of the USA, Frédéric Chéhu of France, and Jacques Toffi of Germany.

Arnd attends his second AHP seminar, this time as a presenter. His session titled, **“Using Good Photography in A Good Way”** is scheduled for Friday

morning at 9:30 a.m. Great photographs, great layouts. Not-so-great photographs, not-so-great layout. Using examples from mostly European magazines, the aim of this session is to discuss ways in which photography gets used in equestrian magazines. Arnd will follow-up his session with a photography workshop at 11:00 a.m.

RYAN DOHRN has been in the marketing, promotion and Internet business since 1995. In 1996 Ryan, and his wife Andre’ followed their



passion for horses and took a simple idea to sell horses online and created HorseCity.com. In early 2000 Ryan and his wife sold their flourishing Web idea to Fortune 1000 publishing company, Morris Communications. Now, he is General Manager of MCC Magazines Interactive and HorseCity.com, the Web’s largest equestrian Web site as rated by Forbes and has been featured in *USA Today* and other national magazines. Currently Ryan produces two national TV shows for RFD-TV and has produced training videos for Josh Lyons, Craig Cameron and many others in the equine business. His equine TV work has appeared on local NBC affiliates across the nation and on the Outdoor Life Network.

Ryan will present a session titled, **“Beyond Pages, Developing your Electronic Mix”** on Friday afternoon from 1:30 to 2:45 p.m. We all know that the real growth is on the electronic side of the business. But how do you expand this area and protect your core print business at the same time? What is a realistic investment? Learn ten action steps to putting the perfect electronic plan together. Learn how to develop the relationship between print and the Web and stay one step ahead on the Internet’s ever-changing landscape.

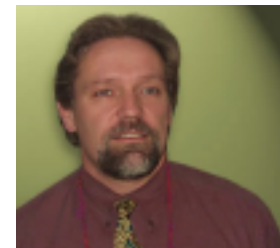
JAN ARRINGTON will provide **Media Kit Critiquing** sessions on Friday for AHP members based on first come, first served reservations. As president of Arrington Art & Advertising since 1974, Jan has worked in all facets of the advertising business from creative and strategy, media and sales, to art and copywriting. Born in Colorado and raised in New Mexico, Jan is a graduate of Colorado’s Woman’s College. Her father – who was also her business manager – was a large animal veterinarian

and Jan spent many hours assisting him and acquiring a respect and love of the magnificence of the horse world.

A division of Jan’s agency has represented the Western & English apparel, tack and horse industries since the early 1970’s. She has assessed media kits for more than 30 years and has served as a full-service advertising agency for such clients as Miller’s Harness, Circle Y, Kenny Rogers Western Apparel Collection, Pioneer Wear and Resistol Hat Company, as well as Stanley & English Trade Shows and Hopper Western & English Trade Shows. She currently resides on a horse farm outside Albuquerque, New Mexico.

SATURDAY, JUNE 23, 2007

RALPH WEICKEL presents a full



state of sessions on Saturday beginning with his motivational message, **“Living Your Dream,”** at breakfast.

His other two-part sessions are titled, **“Effective Team Performance,”** held in the morning, and **“Finance for Non-Financial Managers”** in the afternoon. He will follow-up the afternoon session with a Question & Answer session at 4:30 p.m.

Ralph is the Principal of Performance Management, an appreciative consulting and training company located in Lexington, Kentucky. Performance Management works with a broad spectrum of businesses to amplify organizational focus, financial performance, employee engagement and customer involvement. The company utilizes organizational process improvement programs, employee development workshops and executive coaching to implement and deliver enhanced performance.

Ralph brings over twenty years of business experience in the areas of organizational development, performance improvement, sales/sales management and financial management. He is passionate and committed to ‘turning up the volume’ on organizational and individual performance.

CARL LANDAU is one of the most successful publishers in the niche magazine business. He has started and, more importantly, sold 5 magazines and 2 conferences, including the first micro-computer magazines for professional



programmers—*Computer Language* and *AI Expert*. He also started the leading craft beer and wine hobby magazines—*Brew Your Own* and *WineMaker* and the trade magazine *BrewPub*. He has taught

over 3,000 publishing professionals his "Camp Niche" creative approach to ad sales. He is famous for "sending cats in the mail," but has vowed to leave horses alone for the time being.

He is also the creator of the new Niche Magazine Conference—the first event specifically for small and medium size magazine publisher. His second conference will be held in Austin, Texas, February 25-26, 2008.

This will be Carl's third presentation at an AHP seminar, and his session titled, "**The Good, the Bad and the Beautiful: Secrets to Drawing Out Your Prospects,**" is scheduled for Saturday afternoon from 2:00 – 4:30 P.M. Get inside the mind of your prospect! You'll learn creative techniques for drawing out the prospect and how to close the deal. Carl has created a new video specifically for magazine ad sales prospecting. He'll show you a step-by-step approach to drawing out the prospect and how to involve the prospect in the whole process. Everything from pre-call strategy to consulting selling to closing techniques.

You'll learn how to identify, and strategies for working with, different prospect personality types, from Mr.-Too-Busy to Numbers-Nancy. He'll even conduct a mock-presentation with a cow poke or two.

Additional sessions on Saturday include the ever popular **45 Ideas in 45 Minutes**, moderated by Pat Trowbridge, BowTie, Inc., that will focus on printing production ideas this year.

The Small, But Mighty Workshop will be co-moderated again by Dean Jacobson of *Virginia Horse Journal* and Cheryl Erpelding of *Riding's Publications*. The workshop is titled, "**Run a Profitable Publication - Track your Costs and Numbers**" and is scheduled from 11:00 a.m. to 12:00 p.m.

This workshop will be an open discussion where small publishers can help one another. Dean and Cheryl will share their insights/stories and then have the

attendees jump in with their tips and stories of what worked and not worked.

"Learning how to do this part right was a key to my success" says Cheryl.

"Tracking our numbers and making decisions about costs and then making changes have been so important in our success," says Dean. "We were mentored by some really experienced publishers." Some of the topics discussed will include tracking cost per thousand pages of printing, backing into the size of the book, the negotiations for selling your publication.

The Freelancer Workshop, co-moderated by Affiliate members, Jennifer Bryant and Audrey Pavia, discusses "**Let's Talk Turkey: Can You Earn a Freelance Living in the 'Nag Mag' World?**"

The horse world is a small world, and the paychecks tend to reflect that reality. Some freelancers make a living writing mostly about equine subjects, but it takes more than just writing catchy pitch letters. In this year's roundtable discussion, you'll share ideas with colleagues – and you'll learn why today's equine-publishing industry makes freelance-business savvy even more crucial to survival.

Hotel Headquarters

The AHP "Fiesta del Caballo" Seminar will be held at the Marriott Albuquerque Pyramid North 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, coffeemaker, 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.

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.

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.

FOR ONLINE RESERVATIONS, VISIT: (<http://marriott.com/property/propertypage/abqmc>); AHP Group Code: AHPAHPG

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.sunportshuttle.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

AHP to offer a choice of two optional tours on Thursday



View from Acoma

Attendees at the AHP Fiesta del Caballo Seminar in Albuquerque can choose between two different bus tours on Thursday, June 21. These tours are sponsored by Conley Printing with transportation sponsored in part by *Appaloosa Journal*/ApHC. Reservation forms can be downloaded online at www.americanhorsepubs.org as a PDF or Word file. Click on the seminar logo to access the Fiesta del Caballo information center.

The **Acoma "Sky City" Pueblo and Old Town Tour** departs the hotel at 8:30 a.m. Your destination is Acoma Pueblo, known as "Sky City", located in the spectacular West-Central Plateau of New Mexico. Acoma Pueblo, situated 350 feet above an outstretched valley atop a massive sandstone mesa at 7,000 feet above sea level, is the oldest continuously inhabited settlement in the United States. Archeologists put the initial occupation of the Pueblo around 1150 AD. The first Europeans, led by Francisco Vasquez de Coronado, visited Acoma in 1540.

A Pueblo member will take you on a ¾-mile leisurely guided tour of the village, explaining the culture and history of the tribe. Points of interest include San Estevan del Rey Mission, built in 1629, the largest and most remarkable of all the Spanish Colonial mission churches in New Mexico. All building materials for the church and other structures in the village were carried or hauled great distances by hand up the steep slope of the mesa. There is a \$10 permit fee per camera. Video recorders

are prohibited. Pueblo member guide gratuity is welcomed.

Return to the Duke City for a visit to Old Town where you will have lunch on your own and the opportunity to enjoy a walking tour of the historic Plaza area. Old Town, the original center of Albuquerque, was founded in the early part of the 18th century and includes San Felipe de Neri church and many historic buildings that form an architectural record of this city's unique past. There will be time to explore hidden courtyards and stroll under covered portals and shop on your own at the many fine specialty stores and galleries around the Plaza.

COST: Tour is complimentary for AHP members; Guests are welcome at \$49 each.

Seating is limited to 48 passengers, please reply by May 15, 2007. Reservations will be accepted until bus is full.

The **Santa Fe via the Turquoise Trail Bus Tour** departs the hotel at 9:00 a.m. The historic Turquoise Trail National Scenic Byway links Albuquerque and Santa Fe and encompasses 15,000 square miles in the heart of central New Mexico. You will drive back into history through the mining towns of Golden, Madrid, and Cerrillos, whose mines once yielded gold, silver, lead, zinc, and turquoise. During its heyday in the 1880s Cerrillos boasted twenty-one saloons, and four hotels. A renewed spirit has brought art, crafts, theater, music,

museums, and restaurants to these towns.

Upon arrival in Santa Fe you may take an optional guided walking tour, visiting such points of interest as the historic Plaza, St. Francis Cathedral, the Loretto Chapel, with its famous "miraculous" staircase, and the San Miguel Mission. Founded in 1610, Santa Fe was the last stop on the *Camino Real*, the fabled Royal Road that stretched from Mexico City to the northernmost reaches of the Spanish Empire. Today it is the heart and soul of the Southwest, and "Santa Fe Style" is synonymous with all the best the region has to offer. Its historic Plaza, winding streets, covered arcades, hidden gardens and courtyards, and Pueblo-style architecture reflect the blending of Indian, Hispanic, and Anglo cultures.

Lunch will be on your own at one of the many restaurants near the Plaza. Your guide will provide maps and offer suggestions. After lunch you may continue to explore on your own or indulge in a southwestern shopping spree at the many unique specialty stores and galleries around the Plaza. Nearly all the city's main cultural attractions are also within walking distance of the Plaza, including the Georgia O'Keeffe Museum and the Palace of the Governors.

COST: Tour is complimentary for AHP members; Guests are welcome at \$41 each.

Seating is limited to 48 passengers, please reply by May 15, 2007. Reservations will be accepted until bus is full.

For more information about the AHP Fiesta del Caballo Tours, visit the AHP website at www.americanhorsepubs.org, where reservations forms are posted.

Transportation *continued*

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.

Donations are now being accepted for the 15th Annual American Horse Publications Student Fund Silent Auction

The theme of this year's event is "Get Your Kicks On Route 66." As the song by Bobby Troup goes: *If you ever plan to motor west, travel my way, the highway that's the best.* So, travel with AHP down the Mother Road to support the Student Fund, which encourages young people to become a part of the equine publishing industry. The Student Award Party will be held from 5:00 to 7:00 p.m. in order to allow members to attend and still have time to spend with family and friends. Special prizes will be raffled at this event only and include a free seminar registration to the 2008 AHP Seminar in Saratoga Springs, New York. The Student Award Party is sponsored by Pfizer Animal Health with a reception sponsored by the American Quarter Horse Association/AQHA publications.

We are seeking items for the silent auction which will be on display Friday from 10:30 a.m. until 6:00 p.m. This year we would like to offer Southwest-themed items as well as horse items of any kind. Of course, any donation is always welcomed and appreciated. An auction pledge form accompanies this newsletter and includes shipping instructions to the Marriott Albuquerque



Pyramid North. Auction pledge forms are also available online at www.americanhorsepubs.org by clicking on the Fiesta del Caballo logo.

For over 15 years, American Horse Publications has been encouraging students seeking careers in equine publishing. In 1993, AHP named its first Student Award winner. In 1998, the association offered a Student Membership category and developed the AHP Internship Handbook. In 2002, the AHP Student Mentoring Program was initiated. To gauge the success of these programs, you only have look at the staffs of AHP members. Numerous college students have interned at AHP members through the Internship Program. In 2005, AHP expanded the Student Award eligibility requirements to include students who are high school seniors or

undergraduate college students with at least one semester before graduation.

The Student Fund Auction also began in 1993 as a way for members to support current and future student programs. The 15th annual Student Fund silent auction and raffle will be held on Friday, June 22, during the AHP "Fiesta del Caballo" Seminar in Albuquerque, New Mexico. Proceeds benefit the Student Fund, which rewards a college student pursuing a career in equine publishing with a \$1,000 cash award and an all-expense-paid trip to the annual AHP meeting. 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.

Contact: Ellen Kiser, Student Auction Coordinator; FAX (859) 276-6882; E-mail: ekiser@bloodhorse.com

American Horse Publications is a non-profit tax exempt organization classified 501(C) 6. Contributions and/or donations are not deductible as charitable contributions. They may be deductible as trade or business expenses if ordinary and necessary in the conduct of the donor's business.

How to get the most out of an AHP meeting

By Dean Hoffman

I've been coming to AHP meetings for more than two decades and I've never been to one that wasn't beneficial. At each meeting, I see old friends and colleagues that I might see only once a year. I can't wait to spend a lot of time with them and catch up on their careers.

That's a mistake.

Oh, it's fine to renew old acquaintances, but it's a mistake to spend all your time at an AHP meeting with people you know. You will gain far more from an AHP meeting if you introduce yourself to a newcomer or someone you haven't met. Get to know that person. That way you expand your AHP family.

When you walk into a room for one of the AHP sessions, it's human nature to spot a friend or co-worker and join him or her. It's easy. It's comfortable. But it doesn't expand your contacts.

So when you select a seat for one of the AHP sessions in Albuquerque, don't be afraid to sit down next to someone you've never met, extend your hand and introduce yourself. I've done it myself. I've yet to have someone shoot me or call security.

If you're a newcomer to AHP, don't be shy. Don't be afraid to introduce yourself. It might be a good idea to come to Albuquerque with an ample supply of business cards, and make it a goal to go home with none of your cards left, but with a cache of cards from new friends.

One of the greatest values of AHP is that you can learn so much from your fellow members. So if you're at a reception, don't be a wallflower. Spread your charming self around a bit. It will make the event more enjoyable, and you'll meet new people.

Those friends might come in handy in a month or in six months when you're

facing a problem in your work that befuddles you. Maybe it's a production problem. Maybe it's a sales commission problem. Maybe it's a hiring dilemma. Chances are, another AHP member has faced the same problem at one time or another.

If you're got your cache of business cards, you can fire off an e-mail or pick up the phone and get expert advice. Just say, "Hi, remember me? We met in Albuquerque the night I had one too many margaritas and demonstrated my own version of the Mexican hat dance. I've encountered a Photo Shop problem and I wonder if you can help me?"

Think of AHP as your family. And think of an AHP meeting as a family reunion. But remember that the best families are often the biggest families, so try to acquire a few new family members in Albuquerque.

Another record-breaking year for the Awards Contest

By Chris Brune, Awards Coordinator

The month of March heralds the beginning of Spring, but for me it's the official start for the AHP Annual Awards Contest. Starting with the entry deadline date of March 1st until the winners are announced on June 23 in Albuquerque, my life journeys from processing the entries to working with the judges to compiling the results. For the last three years, the contest has yielded over 1,000 entries and although 2007 wasn't the largest contest in AHP history, any number over 1,000 is big. The record-breaking totals for this year's competition came from the 113 participating members and the highest number of entries in both the Merit Human Animal Bond and Student Equine Journalism classes. This year's slate of contestants included members who had been entering since the 70s as well as many who were entering for the first time.

While researching past award winners recently, I came across the awards program of the winners in 1978. By comparison, there is quite a difference between now and then. In 1978, there were only 15 classes; in 2007, there are 56 classes plus an Overall Publication award. In 1978, five professionals judged the contest, this year, there are 28 judges. In 1978, 31 member publications submitted entries, while in 2007 a total of 113 publication, corporate, affiliate, electronic publication and student members participated. In 1978, there were 508 entries, compared to the 1,006 in 2007. AHP's early development was aided by the start of the annual awards contest. Stimulated by the competition, many members' publications improved dramatically during the 1970s and have continued to do ever since.

The Awards Presentations will be held on June 23 during the "Fiesta del



Caballo" seminar in Albuquerque. Notification letters will be mailed to finalists in early May. The Awards Program will be distributed with the judges' comments after the presentations or mailed to non-attending members. New this year, AHP will provide the winners in each class with an awards contest winner logo to announce their achievement for the year 2006.

Like any yearly event, there is a start and a finish with lots of anticipation and work to be done before the big night. For me, every year is a fresh start, a new beginning. The field of entries and participants changes and the list of winners is anyone's guess until June. Good luck to all this year's contestants.



Annual Equine Industry Vision Award Winner Selected for 2007

Pfizer Animal Health and American Horse Publications are proud to announce that a winner has been selected to receive the 2007 Equine Industry Vision Award. Sponsored by Pfizer Animal Health, the award is intended to recognize innovation, leadership and service. All of the 13 nominees this year were outstanding examples of these qualities.

The Equine Industry Vision Award Committee reviewed nominations and the list of nominees was narrowed to seven finalists. The committee selected the following finalists (listed in alphabetical order): Stacy V. Bearse, G. Marvin Beeman, DVM; Charlotte Brailey Kneeland; Louisiana State University Equine Health Studies Program; Matthew Mackay-Smith, DVM, David O'Connor, and Linda Tellington-Jones. All non-winning finalists will be automatically included in the 2008 list of nominees.

The remaining 6 nominations represented a spectrum of inspiring individuals and organizations within the equine

world and included: Tootie Bland; Easy Care, Inc.; David Hooper; Dale Jeffrey; Edward S. Robbins, III; and Neva Kittrel Scheve. Nominees who were not selected as finalists in 2007 may be re-nominated for 2008.

The 11 voting members of the AHP Board of Directors, plus a Pfizer Animal Health representative, voted on the winner. Finalists were judged on their performance in relation to the achievement(s) cited and their demonstration of the following attributes and abilities: 1) The vision and innovation of a true pioneer; 2) Leadership, commitment, dedication and willingness to serve; 3) Original and effective ideas and/or products, services, programs; 4) High moral, ethical and professional standards.

The winner has been notified to allow for travel arrangements. However, the official announcement and presentation of the award will be made at the Equine Industry Vision Award Breakfast on Friday, June 22, 2007 during the AHP

"Fiesta del Caballo" Seminar in Albuquerque, New Mexico. The recipient will be presented with the Equine Industry Vision Award Perpetual Trophy, created by master artisan Peter Wayne Yenawine and commissioned by Pfizer Animal Health.

Together, Pfizer Animal Health and AHP developed the Equine Industry Vision Award to create the first major award to showcase innovation across the equine industry. The award is intended not only to serve as a unique recognition of ingenuity and service, but also to benefit the industry by inspiring these qualities in others. Its purpose is to recognize outstanding leadership, creativity and meritorious contributions in the equine industry. Previous recipients of the Equine Industry Vision Award are Alexander Mackay-Smith in 2002, Don Burt in 2003, the American Quarter Horse Association in 2004, John Ryan Gaines in 2005, and Stanley Bergstein in 2006.

Nominations being accepted for the 2007-2008 AHP Board of Directors

Two three-year terms for Directors will be available for the 2007-2008 Board of Directors. Publication or Affiliate members are eligible to serve as a Director. If you are interested in being considered or wish to nominate someone, please contact Nominating Committee Chairman, Connie Lechleitner at 740-943-2346 x126; qtrhorse@oqha.com or Chris Brune at (386) 760-7743; ahorsepubs@aol.com.

Board members must be willing and able to attend meetings and actively par-

ticipate in association activities and committees. Candidates must submit a statement of why you would like to be considered for nomination, how long you have been involved with AHP, and any committees and/or activities that you have participated in.

Elections will be held at the AHP General Membership Meeting scheduled for Saturday, June 23, 2007, at 1:30 p.m. at the Albuquerque Marriott Pyramid North, during the 2007 AHP "Fiesta del Caballo" Seminar.

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.

AHP Who's Who

Jim Bret Campbell, editor of *The American Quarter Horse Journal*, and his wife, Teri, welcomed the arrival of their second son, Cooper Jett, on November 13, 2006.

EasyCare announced the appointment of Brian Mueller as its new Director of Sales. Brian will be working closely with EasyCare's top dealers and distributors and, among other things, will be part of the creative team that develops promotions and contests for their dealer channel. A highly accomplished sales leader, Brian has built an impressive track record of growing business through establishing successful long term relationships with customers. Most recently Brian spent five years at Tri-Tronics Inc. (Tucson, AZ) as a Senior Account Manager, with his broad sales experience, Mr. Mueller help lead Tri-Tronics with record setting sales for the last three years.

Ed DeRosa has been promoted to News Editor of *Thoroughbred Times*. DeRosa, previously Deputy News Editor, will be responsible for overseeing the production of all news content in the *Thoroughbred Times* weekly news-magazine, *Thoroughbred Times TODAY* daily e-mail newsletter, and *Thoroughbred Times* website, www.thoroughbredtimes.com. A native of Garfield Heights, Ohio, and a graduate of Denison University in Granville, Ohio, DeRosa developed an interest in Thor-

oughbred racing as a child while attending the races at Thistledown outside Cleveland with his grandfather. DeRosa joined *Thoroughbred Times* in 2002 as a staff writer after working as communication coordinator for State Farm Insurance in Newark, Ohio. He was promoted to Deputy News Editor in March 2006. DeRosa won the 2006 Bill Leggett Breeders' Cup Writing Award for his coverage of Artie Schiller's victory in the 2005 Breeders' Cup Mile at Belmont Park.

The National Reining Horse Association (NRHA) is pleased to announce that Kathy Swan will become Executive Editor of the *NRHA Reiner*, beginning April 1, 2007. Kathy has over 30 years' experience in the equine magazine and book publishing industry. For the past six years, she has been the editor of the *Western Horseman* book and trade magazine division. She's edited all of *Western Horseman's* books since 2001 and has written Shawn Florida's and Craig Schmersal's *World Class Reining*, currently in production for a spring publication date. She has also written *Western Horseman's* best-seller *Natural Horsemanship* by Pat Parelli and Bob Loomis' *Reining, the Art of Performance in Horses*. In 2001, Kathy completely reworked *Western Horseman's Equestrian Retailer* trade publication, which won the American Horse Publications General Excellence award. She's also contributed articles to both *Western*

Horseman and *Quarter Horse News* in recent years.

Stacey Meier has joined the **United States Equestrian Federation** as Director of National Marketing effective March 5, 2007. Located in the Lexington, KY office her main responsibilities will be to grow and promote the grassroots efforts among the USEF national breed and discipline affiliates. Meier is a graduate of Ball State University in Muncie, IN, with a degree in journalism with an option in advertising and a minor degree in marketing. Upon graduation, Meier pursued a career in advertising working at several Indianapolis advertising agencies, including working in account service at two international agencies on retail accounts, including Verizon Wireless and Hardee's Food Systems, Inc. Meier was recruited by the famed Churchill Downs to take on the role of Director of Marketing Services for one of its properties—Hoosier Park—where she provided her talents for three years. Soon, she was brought to Louisville to the corporate headquarters to assume several marketing positions. After six years, her tenure culminated with her position as Senior Director of Marketing for Churchill Downs Racetrack. With more than a decade of national marketing experience, Meier is excited to combine her passion for horses with her professional career.

continued on page 9

AHP Who's Who *continued*

American Cowboy Magazine, based in Boulder, Colorado, has been recognized by the National Cowboy & Western Heritage Museum in their annual Western Heritage awards. *American Cowboy*, the only magazine to win a 2006 Wrangler award, is recognized for Outstanding Magazine Article, for a two-part series entitled "Six Days Ablaze," written by John R. Erickson and published in the September/October 2006 and November/December 2006 issues of *American Cowboy*. The article graphically depicts the stories of ranchers in the Texas Panhandle who heroically dealt with the fires that swept across the region in March, 2006. Twelve people and over 10,000 cattle died in the worst fire to ever cross Texas. The evocative article includes compelling photographs of the fire and the aftermath of the tragedy. *American Cowboy* magazine is owned by Active Interest Media, a publishing group that encompasses a variety of publications focusing on art, home, healthy living and enthusiast sports, including: *Southwest Art*, *Log Home Living*, *Vegetarian Times*, *Yoga Journal* and *Yachts Magazine*. *American Cowboy* magazine is the home of the National Day of the American Cowboy.

The World Games 2010 Foundation, Inc. announced **Doug Prather** with Red Sky Publishing is the "Official Photographer" for the Alltech FEI World Equestrian Games 2010. For more than thirty years, Doug Prather has devoted himself to capturing and preserving the beauty and proud heritage of the horse and its environment. Prather's photographs have graced the covers or the pages of *Town and Country*, *Southern Living*, *Time*, *Newsweek*, *U.S. News & World Report*, *USA Today*, *The Blood-Horse*, *The Horse*, *Thoroughbred Times*, *Farm and Ranch publications*, *Ocala Homes*, and in several international publications. Prather received his B.A. degree in Fine Arts from Georgetown College in 1973. He soon became art director for the nation's largest agency servicing the Thoroughbred horse industry. Later, he served as the art director for the local CBS affiliate television station (WKYT-TV, channel 27) in Lexington, Kentucky. In 1984, Prather established Prather & Associates, Inc. This

successful company has created and designed campaigns for the Thoroughbred horse industry, national fast food chains, and the industrial, fashion and home and garden markets. The 2010 Alltech FEI World Equestrian Games, to be held at the Kentucky Horse Park, are the world championships of the eight equestrian disciplines recognized by the Fédération Equestre Internationale (FEI), and are held every four years. The Games have never before been held outside of Europe; nor have all eight disciplines ever previously been held together at a single site—both firsts that will be achieved at the Kentucky Horse Park. The 2010 Games are expected to have a statewide economic impact of \$150 million. It is anticipated that more than 600,000 spectators will attend the 16-day competition.

Mark Simon, president of **Thoroughbred Times Company** announced that Joe Morris has been named Publisher of the Lexington-based company. Morris, previously president of the National Thoroughbred Racing Association Group Purchasing, will be responsible for overseeing the advertising and business operations of Thoroughbred Times Company, which publishes the weekly *Thoroughbred Times* magazine, the daily newsletter *Thoroughbred Times TODAY*, a comprehensive website (<http://www.thoroughbredtimes.com>), the *Stallion Directory*, plus books.

Morris has a small farm near Keeneland Race Course where he and his wife, Debbi, have a couple of Standardbred broodmares, plus they race several Thoroughbreds. They have two sons, Brett, 19, and John, 17.

The **Certified Horsemanship Association** (CHA) has hired horse industry professional Christy Landwehr as its new executive director. Christy has been active in the horse industry for over 25 years. Hunter/jumper, dressage, western pleasure, side saddle, barrel racing, endurance riding and saddle seat equitation are just some of the disciplines Christy has competed in at the local, regional and national levels. She has been teaching children and adults how to ride for over 18 years. She is the current Presi-

dent of the American Youth Horse Council (AYHC) and founded and coached the University of Colorado at Boulder equestrian team.

With an undergraduate degree in public relations and speech communication and a graduate degree in mass communication and journalism, Christy has vast experience in marketing, fundraising and public relations. She was the Sponsorship and Youth Programs Manager for the Arabian Horse Association, a trainer for Skill Path Seminars, and the development director for The Urban Farm that works with at-risk youth in Denver. She has been the Marketing Director for CHA for over five years and is a master level riding instructor and a clinic staff member for the organization.

National Walking Horse Association (NWHHA) announced the appointment of Donald A. Vizi to Executive Director of the association. Mr. Vizi's appointment is the culmination of a seven month national search for a dynamic leader to propel the NWHHA into the national equine market as the promoter and protector of the naturally gaited walking horse. He has served as President/CEO and Executive Director for various Chambers of Commerce throughout the country for over twelve years, managed horse shows and an equestrian facility in Belgium, was an instructor for jumping classes, and managed budgets from \$350,000 to 3.8 million dollars. Don's educational qualifications include a BS in Commerce from the University of Kentucky and an MBA from Pepperdine University. He also completed the United States Chamber of Commerce Institute for Organization Management. He and his wife, Karen, have two grown children, and they enjoy dressage, jumping and trail riding. They are in the process of establishing a miniature horse herd and they also own an Arabian mare.

INDUSTRY NEWS

2006 Vaquero Media Awards announced

The National Reining Horse Association partners with the National Cowboy & Western Heritage Museum to present the Vaquero Media Awards in 2006. Recipients of this year's awards are *Equestrian* magazine in the Publications category. *Equestrian* is the official publication of the United States Equestrian Federation (USEF) the National Governing Body for Equestrian Sport. The *Equestrian's* editor is Brain Sosby. In the Behind the Scenes category, this

year's recipient is Cheryl Magoteaux who originally initiated the Vaquero Media Awards for NRHA. Cheryl has worked tirelessly to promote the performance horse industry, including the sport of Reining. In the Electronic Category, Tru South's *Wide World of Horses* will be the recipient of this year's award. The excitement surrounding the TV Show's debut on RFD-TV in early 2007, including *NRHA Inside Reining*, is extraordinary. The Publication Award winner is Tonya Ratliff-Garrison of *The American Quarter Horse Journal*. Vaquero Media Award recipients will receive a

National Cowboy & Western Heritage Museum commissioned Bristol pewter reproduction of Charles Russell's "Bronco Twister".

CHIO Aachen 2007 Accreditation

Application form is available online now. It is already possible to apply online to obtain accreditation for the World Equestrian Festival, CHIO Aachen 2007 under <http://www.chio-aachen.de/>. Please click on Media and follow the link "accreditation". Please note that the accreditation deadline is May 18th, 2007.

New Member Profiles

PUBLICATION MEMBERS

APHA Connection

Service publication to members of APHA

Contact: Jessica Smith
2800 Meacham Blvd.
Fort Worth, TX 76137
Phone: 817-834-2742 x 434
Fax: 817-222-8466
E-mail: jsmith@apha.com
URL: www.apha.com

Cowboys & Indians Magazine

Premier magazine of the West

Contact: Michelle Mangold
6688 N. Central Expwy #650
Dallas, TX 75206
Phone: 214-750-8222
Fax: 214-750-4522
E-mail: mmangold@cowboysindians.com
URL: www.cowboysindians.com

LA Horse

Directory

Contact: Judy Walker
2155 Verdugo Blvd. #327
Montrose, CA 91020
Phone: 818-551-1251
Fax: 818-551-1117
E-mail: judy@la-horse.com
URL: www.la-horse.com

Mid-South Horse Review

Equine news of the Mid-South

Contact: Don Dowdle
P. O. Box 423
Somerville, TN 38068
Phone: 901-465-1905
Fax: 901-465-1905

E-mail: editor@midsouthhorsereview.com
URL: www.midsouthhorsereview.com

Mountain States Stallion Directory

Directory of breeding stallions

Contact: Lindsay Serrell
4701 Marion Street, #203
Denver, CO 80216
Phone: 303-297-8046
Fax: 303-297-8044
E-mail: maverickpress@maverickpress.com

CORPORATE MEMBERS

Airshod™, Inc

Support shoes for performance horses

Contact: Patty Pound
923 Randolph Street
Napa, CA 94559
Phone: 707-204-3056
Fax: 707-204-3056
E-mail: ppound@airshod.com
URL: www.airshod.com

Airshod™, Inc. is an innovative equine-based company dedicated to improving the quality of life for horses. Our first product, the Airshod™ system, was introduced in early 2007. This product is the first of its kind – a true adjustable air support pad for horses. Airshod™ may be utilized to lesson any forces that travel through the bone column and assist in the treatment and/or prevention of equine diseases associated with the hoof.

Classic Equine Equipment

Equine stalls and equipment

Contact: Terry Westrich
100 Wulfert Drive
Fredericktown, MO 63645
Phone: 573-783-2999
Fax: 573-783-4747
E-mail: info@classic-equine.com
URL: www.classic-equine.com
Classic Equine Equipment provides quality equine stall systems.

Cover-All Building Systems

Manufacturer of buildings and arenas

Contact: Robin Taylor
3815 Wanuskewin Road
Saskatoon, SK, Canada S7P 1A4
Phone: 800-268-3768
Fax: 306-657-2757
E-mail: info@coverall.net
URL: www.coverall.net

Cover-All Building Systems is the leading manufacturer of steel-framed fabric membrane buildings. Year-round temperature moderation and natural light inside a Cover-All building mean a more enjoyable experience for both horse and rider. Cover-All riding arenas provide the advantages of the outdoors within the safety, comfort and convenience of the indoors. Available in widths up to 160', Cover-All buildings offer the ultimate in design flexibility for you stabling and riding arena requirements.

New Member Profiles *continued*

Equatic Solutions

Horse health supplements

Contact: Gary Reiss
2960 Windy Bush Road
Newtown, PA 18940
Phone: 215-598-8873
Fax: 215-598-3034
E-mail: garyreiss@mindspring.com
URL: www.horsequencher.com

Equatic Solutions is the maker of Horse Quencher: "You lead 'em to water, we'll make 'em drink"

Equestrian Classics, LLC

Leather goods, design and production

Contact: Micah E. Sierp
P. O. Box 12798
Lexington, KY 40538
Phone: 859-224-0068
Fax: 859-224-0738
E-mail: micah@equestrianclassics.com
URL: www.equestrianclassics.com

Equestrian Classics is a design studio and production shop located in Lexington, KY. A full line of equestrian leather goods, along with a line of kennel products and corporate gifts.

Equilink.com

Equestrian search engine and directory

Contact: Barbara Israel
2033 S. Monterey Street
Alhambra, CA 91801
Phone: 626-375-8336
Fax: 626-312-2720
E-mail: barbara@equilink.com
URL: www.equilink.com

Equilink.com is a fully released equestrian search engine and directory addressing all disciplines, products and services within the equine world.

Equine Quality Alliance (EQA)

Marketing alliance - barn proven solutions

Contact: Pino Blangiforti
P. O. Box 432
Oldwick, NJ 08858
Phone: 908-439-9102
Fax: 908-439-9228
E-mail: pino@leathertherapy.com
URL: www.the-eqa.com

Organization of member trade shows and promotion of events, telemarketing, sales and consulting coordination, advertising, detailing and training seminars, freight consolidation and others.

FITS/Fun in the Saddle, Inc.

Riding apparel manufacturer and wholesaler

Contact: Sheryl Rudolph
6675 SW Moonshadow Ct.
Portland, OR 97223
Phone: 503-708-5722
Fax: 503-293-6386
E-mail: sheryl@funinthesaddle.com
URL: www.FITSriding.com

FITS designs, manufactures and wholesales technical performance apparel for horse back riding.

Horses & Humans Research Foundation

Promote research of therapeutic affect of horses on humans

Contact: KC Henry
P. O. Box 480
Chagrin Falls, OH 44022
Phone: 440-543-8306
E-mail: info@horsesandhumans.org
URL: www.horsesandhumans.org

Horses and Humans Research Foundation is dedicated to facilitating universal understanding and appreciation of the significant influence of horses on humans. The foundation's goal is to promote research that will 1) Benefit program participants by improving equine assisted activity best practices; 2) Educate the public, including parents, donors, insurance companies, and the medical community regarding the benefits of EAA.

Karen Scholl Horsemanship for Women

Education - psychology based horsemanship

Contact: Ruth Russell
P. O. Box 7642
Cave Creek, AZ 85327
Phone: 888-238-3447
E-mail: info@karenscholl.com
URL: www.karenscholl.com

Psychology based education that teaches leadership, confidence and trust with the horse. Karen Scholl Horsemanship for Women communicates learnable skills to riders in clinics and educational DVDs, leading to more fun and safety with their horses. Geared to women, but doesn't exclude men!

Kentucky Horseshoeing School

Farrier education

Contact: Mitch Taylor
P. O. Box 120
Mt. Eden, KY 40046

Phone: 502-738-5257

Fax: 502-738-5258

E-mail: mitch@kentuckyhorseshoeingschool.com
URL: www.kentuckyhorseshoeingschool.com

Kentucky Horseshoeing School provides farrier education and farrier services.

National Cutting Horse Association

Equine sport association

Contact: Julie Davis
260 Bailey Avenue
Fort Worth, TX 76107
E-mail: jdavis@nchacutting.com
URL: www.nchacutting.com

The National Cutting Horse Association promotes and celebrates the cutting horse, whose origin on Western ranches allows us to support ranching and its Western Heritage. By establishing rules for the conduct of cutting horse shows, NCHA strives to give cutters a level playing field and a progressive class structure which accommodates everyone from the beginner to the advanced competitor. NCHA draws on the diverse talents and background of its members and encourages their participation in helping it achieve these goals.

North American Peruvian Horse Association

Peruvian Horse association and registry

Contact: Carolyn Wills
3095 Burleson Retta Rd., Suite B
Burleson, TX 76028
Phone: 817-447-7574
Fax: 817-447-2450
E-mail: carolyn@napha.net
URL: www.napha.net

The North American Peruvian Horse Association (NAPHA) is a national equine registry dedicated to serving Peruvian Horse owners, breeders and enthusiasts. The NAPHA Foundation is focused on preserving and telling the world about the remarkably smooth-riding Peruvian Horse. On the second Thursday-Sunday of October, NAPHA hosts the US National Peruvian Horse Show at the John Justin Arena in Fort Worth, Texas.

New Member Profiles *continued*

Unicorn Editions, Inc.

Leather care products

Anna Carner

2 Wildwood Road

Califon, NJ 07830

Phone: 908-439-9102

Phone: 800-711-8225

Fax: 908-439-9228

e-mail info@leathertherapy.com

URL: www.leathertherapy.com

Unicorn Editions, Ltd. is the manufacturer of award-winning pH balanced Leather Therapy products including Leather Therapy WASH which cleans heavy grunge easily without stripping leather; Leather Therapy Restorer, the 1997 Horse Journal Product of the Year, that restores leather from the inside out and inhibits mold and mildew (LPA approved); and Leather Therapy Laundry Solutions, the 2003 Horse Journal Product of the Year, that makes caring for garment leather easier.

W. F. Young, Inc.

Animal health care products

Contact: Lynn Larrabee

302 Benton Drive

East Longmeadow, MA 01028

Phone: 413-526-9999

Fax: 413-526-8990

E-mail: llarrabee@absorbine.com

URL: www.absorbine.com

W. F. Young, Inc. is the global marketer of the Absorbine line of health care products. The company was founded in 1892 by Wilbur F. Young, who developed and marketed the original Absorbine Veterinary Liniment.

COLLEGE/UNIVERSITY MEMBERS

Center for Equine Business Studies

Texas A&M University

Contact: Julie Bryant

2124 TAMU

College Station, TX 77843

Phone: 817-443-0686

Fax: 817-887-5288

E-mail: jjbryant@tamu.edu

URL: <http://.cebs.tamu.edu>

The Center for Equine Business Studies at Texas A&M serves the horse community by soliciting and analyzing data to fully describe the impact of the U.S. horse industry. Further, the Center provides distance learning curriculums for those pursuing an interest in equine entrepreneurship.

AFFILIATE MEMBERS

Jean Abernethy

Illustration

Jean Abernethy Enterprises

1829 Edington Road

Marietta, GA 30064-4072

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URL: www.JeanAbernethy.com

Jean has been in the business 25 years and offers a various styles of artwork. Her work has been published in *Paint Horse Journal*, *American Quarter Horse Journal*, *Horse Illustrated*, *Equus Caballus*, *Today's Horse*, among others. She has also illustrated horse books for BowTie Press.

Suzanne L. Bush

Freelance writing, any topic

P. O. Box 266

Gwynedd Valley, PA 19437-0266

Phone: 215-699-3260

Fax: 215-699-9505

E-mail: sbushkins@comcast.net

Suzanne has six years experience freelance writing, primarily for *Pennsylvania Equestrian*. She'll develop story ideas or write articles on assignment. She has 20 years experience in media management and is President of the Pennsylvania Equine Foundation, a non-profit, all volunteer organization created to support programs that benefit the state's equines.

Mary Cornelius

Photography

Mary Cornelius Photography

1702 SE 59th Avenue

Portland, OR 97215

Phone: 503-235-0988

E-mail: marycornelius@comcast.net

URL: www.marycornelius.com

Mary has been involved in equine photography since 1980. Her expertise is sport horse events, farm calls, fine art and photojournalism. She has stock images and is available for assignment. Based in Portland, Oregon, Mary is a dressage and conformation specialist.

Rex A. Ewing

Author

PixyJack Press

P. O. Box 149

Masonville, CO 80541

Phone: 303-810-2850

Fax: 801-904-8747

E-mail: info@pixyjackpress.com

URL: www.pixyjackpress.com

Rex A. Ewing, author of "Beyond the Hay Days 2nd edition: Refreshing Simple Horse Nutrition," spent several years as CEO of John Ewing Company, a well-respected equine nutrition firm for over 50 years. He has been published by several equine publications, and has formulated and marketed numerous nutrition products worldwide.

Dawn Faught

Freelance writing and photography

2581 149th Avenue SE

Amenia, ND 58004

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Dawn enjoys writing about her passion in life - horses and also anything to do with the outdoors and history. Published in *Today's Horse Magazine*, *Trail Blazer*, *Trail Rider*, *Draft Horse Journal* and *Western Mule*, she also has several articles slated to appear in 2007 in *Western Horseman* and *Cowboys & Indians*.

Sharon P. Fibelkorn

Photography, writing, photojournalism

Corona, CA

Phone: 951-415-4828

E-mail: wezshootn@yahoo.com

URL: www.sharonfibelkorn.com

Sharon has been a photographer her entire life, but started specializing in equestrian sports in the 1980's. Having always loved media, her first magazine works were for *Stable Kids* and *Horse Illustrated*, where she shot for their fashion column under the guidance of Moira C. Harris. Since then, her pictures and words have graced the pages of most of the major magazines in the equine industry. She also has pictures working on the web sites of some of the top trainers in various disciplines throughout the USA. Photo essays are the assignments she enjoys most, but she is also happy to work up complete story/photo packages as well as just pick up a shot or two where needed. The business of being a freelancer in today's ever changing marketplace is a subject near to her heart that she's always willing to speak about. She is also wading into the waters of equine picture stock with her new site, HorseStock.biz.

New Member Profiles *continued*

William Galvin

Author, publicity, public relations
302-3650 Kaneff Crescent
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Phone: 905-828-6550
Fax: 905-828-1511
E-mail: wgalvin@trebnet.com

William has 50 years in racing (Thoroughbred and Harness) as a racing official, publicist, educator writer, editor and publisher.

Jim Jennings

P. O. Box 32470
Amarillo, TX 79120
Phone: 806-378-4373
Fax: 806-349-6400
E-mail: jjennings@aqha.org

Jim has 37 years in the business and is currently Executive Director of Publications for the American Quarter Horse Association.

Kathryn S. Keeley

Information to hunter/jumper show moms
ShowMom, LLC
Box 1161
Social Circle, GA 30025
Phone: 770-464-2344
Fax: 770-464-0412
E-mail: info@showmom.com
URL: www.showmom.com

Jeannie Blancq Putney

Marketing, PR, event planning, project management, freelance writing and editing
3904 Clarke Place
Crestwood, KY 40014
Phone: 502-386-2020
E-mail: jeannieblancq@hotmail.com

Jeannie has over 10 years of marketing communications experience and over 20 years hands-on horse experience. She served on the Maine Horse Council Board of Directors from 1999-2004, and in 2006, received her Equine Business Certificate from the University of Louisville. Also in 2006, she traveled to Germany to cover the FEI World Equestrian Games (WEG) for USEF. Since then, she's done freelance work for USHJA, the Alltech WEG 2010 Foundation, www.horsesdaily.com and www.dressagedaily.com. Jeannie is a low-level eventer who is addicted to Appaloosas.

Kate Riordan

Marketing, public relations, editing
Cactus Kate Communications, Inc.
P. O. Box 1465
Georgetown, CA 95634
Phone: 530-333-9222
Fax: 530-333-2032
E-mail: irishkate@prodigy.net

Kate is the former editor of *California Horse Review*, *Anvil Magazine*, and *Pacific Coast Quarter Horse Journal*. She headed marketing for Parelli Natural Horsemanship and Linda Tellington-Jones. She has been on the Board of Governors of 100-mile Tevis Cup Ride for 19 years and participated in two 2000-mile Pony Express races from Missouri to California.

David M. Rubin

Proofreading, copyediting, photography
1946 Caminito del Valle
Glendale, CA 91208
Phone: 818-246-6619
E-mail: d.rubin@charter.net
URL: www.davidmrubinphoto.com

David has been a freelance writer for 18 years; his articles and reviews have appeared in numerous magazines. He has authored four books that have appeared in several languages throughout the world and he was an Associate Editor at Electronic Musician magazine for 6+ years. David has recently purchased his first horse (a Tennessee Walker), and he'd like to apply his editing skills and newfound knowledge to equestrian publications of all kinds. He is also an experienced photographer.

Elizabeth Testa

Freelance writing, editing, research, newsletters
220 Sunrise Ln., C.R. 245
Durango, CO 81301
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E-mail: etesta@sunriselane.com

As an MFA (creative writing), Elizabeth has been a freelance writer and editor for ten years. She has worked with the Colorado Horse Council for two and half. For a variety of clients, she writes business documents, press releases, articles and newsletters. She edits business and academic pieces, fiction and non-fiction.

Leigh Thiel

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Katherine Walcott

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280 Highway 48
Wilsonville, AL 35186
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Missy Wryn

Trainer and author
"W" Holistic Natural Horsemanship®
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E-mail: missy@wholisticnaturalhorsemanship.com
URL: www.wholisticnaturalhorsemanship.com

Missy Wryn founded and wrote "W" Holistic Natural Horsemanship® in order to raise awareness within the equine community to consider and address the source of behavior and training problems. As a natural horsemanship trainer she has experienced that "Problems are not always training issues." She writes, teaches and trains horses.

STUDENT MEMBERS

Nadja Fischer

Van Hall Larenstein
Marijkeweg 26 - 3B14
Wageningen, Netherlands 6709 PG
E-mail: nadja.fischer@wur.nl

Nadja is German, studying Equine Leisure and Sports in the Netherlands. After graduating in 2009, she hopes to work in the United States. Her interests are in equine scientific journalism. She would like to make newest scientific research and findings more known as well as tangible and applicable for everyone involved in horses. Currently, she is part of a group starting a magazine for equine students in the Netherlands, Germany and possibly other countries in western Europe. She started riding English as a child but switched to western about five years ago. She has experience riding her own horses as well as riding for a trainer. At the moment, she doesn't own a horse to

New Member Profiles *continued*

focus on her schooling with plans to do part of her studies as well as an internship and her thesis abroad.

Jon S. Forbes, Jr.

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#116 KaHu Hall, 922 E. 4th Street
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Permanent address:
406 S. Sunnyvale Avenue
Sunnyvale, CA 94086

Jon grew up attending races at Bay Meadows Racecourse in San Mateo, California. After dabbling in sports writing, he became intrigued by the idea of becoming a racing journalist during high school. He decided to attend the Race Track Industry Program at The University of Arizona so he could learn as much as he could about the racing industry. He won Horseplayer Magazine's "Blog Yourself to a Job" contest in 2006. His work will appear in all six issues of Horseplayer in 2007. Additionally, he is now covering stakes races for The Blood-Horse's website.

Nicole Lanphear

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Woodland, WA 98674

Nicole is a journalism major at Western Washington University. At age 11, she began riding and a year later got her first horse. She competed in 4-H and performance shows including the Arabian show circuit. In 2004, she was selected as a Princess on the Clark

County Fair Court and in August, she won the title of Miss Teen Rodeo Washington as well as Miss Congeniality, Horsemanship, Appearance and Personality awards. Nicole has been a reporter and news editor for the college newspaper and is currently the Editor-in-Chief. She also freelances for the Northwest Horse Source and Whatcom Magazine in Bellingham. Her goal is to continue to freelance and write for horse publications.

Andrea N. Rust

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Following graduation, Andrea plans to pursue a goal in the equine publication field. She has been riding horses since she was four years old and bought her first horse at age nine. She began showing 4-H when she was 12 and continued showing at open, zone and breed shows. She currently boards her Appaloosa gelding near college and rides for pleasure. A print journalism major, Andrea has been a reporter for the student newspaper and was recently promoted to assistant senior editor.

Elizabeth Ryan

Rider University
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Holmdel, NJ 07733
Phone: 908-902-7101
E-mail: ryanel@rider.edu

Elizabeth's career goal is to secure a position as an editor and contributing

writer for an equine related publication. She has been involved with horseback riding since the age of five. She currently owns and competes with a Thoroughbred mare in the Adult Amateur Jumpers in C-through A-rated USEF hunter/jumper competitions. She has been a working student for her trainer since age 15. In addition, Elizabeth does freelance body clipping and schools young horses for another barn. She is a member of the Rider University Equestrian Team. She is currently pursuing a double major in English Writing and American Studies and completing the requirements for the Baccalaureate Honors Program. She is a member of the Editorial Committee for the college literary magazine and has poems and short stories published.

Kristin Syverson

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Oakland, MI 48363

Kristin has been riding since she was nine and has owned two horses, the first of which she was able to keep the rest of her life. She is a Hunter/Jumper rider but has shown everything from green ponies to packers in Hunters, Jumpers, Dressage, Western Pleasure and Horsemanship. She also has an AA in English Equestrian Studies from the University of Findlay and is on the U of M Equestrian Team. She has no school publishing experience but has always hoped to contribute to the equestrian community by doing freelance writing for various respected horse magazines.

Calendar of Events

May 11-13, 2007

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

New Member Profiles *continued*

Abby Westmark

The King's Academy

11319 Mellow Court

Royal Palm Beach, FL 33411

Phone: 561-793-5559

E-mail: westmarkj@bellsouth.net

Abby has been riding her whole life and currently shows Children's Jumpers on the A circuit level. She recently won the FEI Children's World Jumping Competition in Wellington, which qualifies her to go to Mexico this year to represent the United States. She will not be able to be on her school's newspaper until next year, however she has written a monthly column for the past 12

months for *Sidelines* Magazine. Abby and her mother have written a children/teen book on horses and they hope to turn it into a series, similar to Saddle Club or Nancy Drew.

Natalie A. Williams

University of Kentucky

251 Chippendale Circle, Apt. 832

Lexington, KY 40517

Phone: 859-523-5336

Phone: 859-421-1045

E-mail: natalie.williams@insightbb.com

As a junior majoring in Communications, Natalie hopes to work in the advertising or marketing field for an equine publication upon

completion of her degree. She is currently employed at the Lexington Herald-Leader in the advertising department as a classifieds clerk in an attempt to gain as much experience as possible in the professional world while finishing college. She has owned and cared for several horses for over 10 years, competing in Hunters and enjoying attending shows as a spectator in her spare time. Also an avid Thoroughbred racing fan, Natalie would very much like to work for an equine publication devoted mainly to Thoroughbred racing and breeding.



**STUDENT AUCTION
AND
REGISTRATION FORMS FOLLOW** 🐾



As the song by Bobby Troup goes:
 If you ever plan to motor west,
 Travel my way, the highway that's the best.

Travel with AHP down the Mother Road to support the Student Fund, which encourages young people to become a part of the equine publishing industry.

Cars, the newest Pixar movie causes some interest in Route 66. What people might not realize is that most of the movie, including characters, cars, places and the plot itself were based on real people and places along Route 66.

AHP Student Fund Silent Auction – Pledge Form

Sorry! We will be unable to accept any last minute donations.
 Please complete this form and return by Friday, June 15.

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Items

This year we would like to offer Southwest-themed, or horse-related items of any kind.
 (Please indicate estimated value of each item.)

| Item | Value |
|------|-------|
| | |
| | |
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| | |

Shipping Instructions:

- PLEASE SHIP PACKAGES, not to arrive any earlier than Monday, **June 18, 2007**, to:
 Christine Brune, Guest Arriving 6/18
 Marriott Albuquerque Pyramid North
 5151 San Francisco Rd. NE
 Albuquerque, NM 87109-8115
 HOLD FOR:
 American Horse Publications Seminar
 Student Fund Silent Auction
 June 18-24, 2007
 Phone: 505-821-3333
- INCLUDE COMPLETE RETURN ADDRESS.
- MARK NUMBER OF BOXES (i.e., Box 1 of 1, Box 1 of 2, etc.)
- **TIP:** You may also use the above address to ship items to yourself by addressing the package(s) to your attention with your arrival date.

Please complete this form and send to:

AHP Auction

c/o Ellen Kiser
 Student Auction Coordinator
 3101 Beaumont Centre Circle
 Lexington, KY 40513
 859-276-6723

E-mail: ekiser@bloodhorse.com

Fax: 859-276-6882

American Horse Publications is a non-profit tax exempt organization classified 501(C) 6. Contributions and/or donations are not deductible as charitable contributions. They may be deductible as trade or business expenses if ordinary and necessary in the conduct of the donor's business.

On behalf of American Horse Publications, thank you for your generosity.



REGISTRATION FORM

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MEMBER REGISTRATION FEES

Registration fee includes all sessions PLUS meals including the Student Award Party and the Awards Banquet.

Guest charges are listed below

Members with dietary needs should contact Chris.

| | NO. | COST | TOTAL |
|---|-----|--------------|-------|
| FULL REGISTRATION (BOTH DAYS) | 1 | \$250 | |
| EACH ADD'L REGISTRANT SAME PUBL/COMPANY | | \$200 | |
| Special Rates | | | |
| PUBLICATION MEMBERS circulation 5,000 & under or | | | |
| AFFILIATE MEMBERS (BOTH DAYS) | | \$150 | |
| NON MEMBERS (BOTH DAYS) | | \$350 | |
| STUDENT MEMBERS (BOTH DAYS) | | \$125 | |
| FRIDAY ONLY INCLUDES STUDENT AWARD PARTY | | \$125 | |
| SATURDAY ONLY INCLUDES AWARDS BANQUET | | \$125 | |
| AFTER 6/15/2007 ADDITIONAL CHG. | | \$25 | |

Use below for partial attendance and guests (a la carte)

| | NO. | COST | TOTAL |
|---|-----|-------------|-------|
| FRIDAY BREAKFAST | | \$20 | |
| FRIDAY LUNCHEON | | \$30 | |
| STUDENT AWARD PARTY (Kids 16 & under Free) | | \$50 | |
| SATURDAY BREAKFAST | | \$20 | |
| SATURDAY LUNCHEON | | \$30 | |
| AWARDS BANQUET | | \$50 | |

TOTAL AMOUNT ENCLOSED: _____

CANCELLATION POLICY: No-shows will not be refunded.

Cancellations will not be refunded after **JUNE 18, 2007.**

Details on signing up for the Thursday Tours will be sent separately.