

Bob Gray

1972-1973 President
Horseman

By Christine W. Brune, 1989-1990 AHP President

Bob Gray was an early pioneer in publishing having been an editor or publisher of 20 consumer or trade publications since 1959. *HORSEMAN* was one of those publications and the magazine was one of the early AHP members.

Bob became an AHP President in 1972. He was one of the promoters of the American Horse Publications Cooperative Advertising Program, an endeavor to collectively market the then 43 publication members to national advertisers.

He once wrote, "Perhaps one of my most interesting efforts, identical to those of AHP, was in the Association of Area Business Publications, and also in the golf industry, to try and sell regional ad space on a cooperative basis. Difficult at best, impossible at worst."

Audie Rackley (*The Quarter Horse Journal*) remembered Bob as "one of the fine gentlemen in our industry, and those who knew him called him Mr. Publication because he was all business."

In 1990, Bob was no longer publishing *HORSEMAN*, and was editor/manager of Golfer Magazine, Inc., publishers of two regional consumer golf magazines for Texas.

Bob was unable to attend AHP's 20th anniversary Tribute to Past Presidents, but he sent a letter to read during the event. "Tell my old friends to persevere in publishing, to sell hard, cut costs, don't get sucked in by snazzy and expensive technology they really don't need, and to nourish their editorial products."

"I'm still trying to do those things, although I'm not sure why. You know the definition of a fanatic: having lost sight of your objective, you redouble your efforts. Perhaps we are all publishing fanatics!"