



**June 21-23, 2007**  
**Albuquerque Marriott Pyramid North**

## Guest Speakers



**DON RANLY, PhD.**  
 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.

**"Mastering the Pronoun, the Verb, Consistent Style and Correct Usage"** 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.

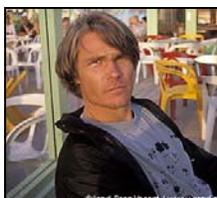
On Friday afternoon, Don presents a breakout session from 1:30 to 2:45 p.m. titled **"Reporting & Interviewing Techniques."** After reviewing basic techniques of reporting, this seminar will concentrate on one of your most important assets as a writer – your ability to talk to people and to get the kinds 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.

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?

### ARND BRONKHORST

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

Ryan will present a session titled, **"Beyond Pages, Developing your Electronic Mix"** on Friday afternoon

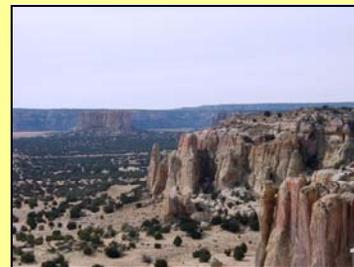


from 1:30 to 2:45 p.m. We all know that the real growth is on the electronic side of the business. But how do you expand this area and protect your core print business at the same time? What

is a realistic investment? Learn ten action steps to putting the perfect

*(Continued on page 4)*

## Special Events



### Southwestern Tours

**Thursday, June 21, 2007**

8:30 p.m.—5:00 p.m.

Thanks to the generosity of AHP sponsors, Conley Printing and the Appaloosa Horse Club/*Appaloosa Journal*, attendees at the AHP "Fiesta del Caballo" seminar will enjoy an opportunity to explore the Southwest. The two optional bus tours travel to either Acoma Pueblos and Old Town or Santa Fe via the Turquoise Trail. Currently, the Acoma tour is booked full, but seats are still available for Santa Fe tour. AHP members are complimentary and guest tickets can be ordered. Buses depart the Marriott starting at 8:30 a.m. at the hotel west entrance.

### Equine Industry Vision

#### Award Breakfast

**Friday, June 22, 2007**

8:00 a.m.—9:30 a.m.

The 2007 Equine Industry Vision Award will be presented to an outstanding equine industry visionary. The Equine Industry Vision Award is sponsored by Pfizer Animal Health and presented by American Horse Publications.

### AHP Student Award Party

**Friday, June 22, 2007**

5:00 p.m.—7:00 p.m.

REV UP YOUR ENGINES and get your kicks on Route 66 during the Student Award Party. Have a great time while we raise money for the AHP Student Fund. This year, AHP members have traveled to Albuquerque, New Mexico, a well-known stop on the route dubbed "The Main Street of America." Dress is casual, but attendees are invited to wear vintage clothing, Southwestern attire, or race-car related wear.

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. Sponsors of the event are Pfizer Animal Health and American Quarter Horse Association/AQHA publications.

## Awards Presentations

**Saturday, June 23, 2007**

6:00 p.m. — 10:00 p.m.

A reception sponsored by Dover Saddlery and *EQUUS* is followed by the Awards Banquet sponsored by Quebecor World and Branch Smith Printing. Breyer Animal Creations have provided the centerpieces. The highlight of the evening is the announcement of the winners in the 2007 AHP Awards Contest and the 2007 Merial Human Animal Bond Winner.

## Resource Center

Fiesta del Caballo Seminar offers the AHP Resource Center, a networking and conference lounge with information center. Sponsored by Farnam Companies, Inc., the Resource Center is a gathering place for members to meet during the day for conversation or just to unwind. Member literature is distributed and sponsored coffee breaks are held in this room on both Friday and Saturday.

## 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: AHP Seminar  
June 18-24, 2007  
Phone: 505-821-3333  
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.

## Attire

Seminar: Casual Comfort  
Awards Banquet: Casual Cocktail  
AHP Student Party: Casual, vintage clothing, Southwestern attire, or car racing themed wear.

## Don't Forget to Pack

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

## Schedule of Events

### Wednesday, June 20, 2007

**12:00 – 1:30 p.m.**  
Sandia Grill Restaurant  
**1:30 p.m. – 5:00 p.m.**  
Aztec

**Board of Directors Luncheon**  
*Sponsored by Equine Resources International*  
**Board of Directors Meeting**

### Thursday, June 21, 2007

**7:00 a.m.—9:30 a.m.**  
Gallery Foyer  
**8:30 a.m. – 5:00 p.m.**  
Depart West Entrance

**Pre-Registration**  
**Acoma Pueblo/Old Town Tour**  
*Tour sponsored by Conley Printing*  
*Transportation sponsored by Appaloosa Journal/ ApHC*

**9:00 a.m. – 5:00 p.m.**  
Depart West Entrance

**Santa Fe Tour**  
*Tour sponsored by Conley Printing*

**7:00 – 9:00 p.m.**  
Kokopelli Ballroom

**Welcome Reception**  
*Hosted by Brown Printing Company*

### Friday, June 22, 2007

**7:30 – 9:30 a.m.**  
Pre-Conference Area  
**8:00 – 9:30 a.m.**  
Yucatan  
**9:30 a.m. – 12:00 p.m.**  
Cancun  
**9:30 a.m. – 10:30 a.m.**  
Las Cruces/Santa Fe  
**9:30 a.m. – 4:30 p.m.**  
Gallery  
**9:30 a.m. – 5:00 p.m.**  
Aztec

**Registration**  
**Equine Industry Vision Award Breakfast**  
*Sponsored by Pfizer Animal Health*  
**Grammar, Style and Usage**  
*Guest Speaker: Don Ranly, PhD*  
**Using Good Photography In A Good Way**  
*Guest Speaker: Arnd Bronkhorst*  
**AHP Resource Center and Lounge**  
*Sponsored by Farnam Companies, Inc.*  
**Media Kit Critiquing Sessions with Jan Arrington, Arrington Art & Advertising**  
*By appointment only*  
**Mid-Morning Coffee Break**  
*Sponsored by SUCCEED™ Digestive Conditioning Program™*  
**AHP Student Fund Silent Auction**

**10:30 – 11:00 a.m.**  
Resource Center

**10:30 a.m. – 6:00 p.m.**  
Taos

**Photography Workshop with Arnd Bronkhorst**

**11:00 a.m. – 12:00 p.m.**  
Las Cruces/Santa Fe

**12:00 – 1:30 p.m.**  
Yucatan

**Networking Luncheon**  
*Sponsored by Merial*

**1:30 – 2:45 p.m.**  
Tampico/Cozumel

**Reporting and Interviewing Techniques**  
*Guest Speaker: Don Ranly, PhD*

**1:30 – 2:45 p.m.**  
Las Cruces/Santa Fe

**Electronic Media: Beyond Pages, Developing Your Electronic Mix**  
*Speaker: Ryan Dohrn, HorseCity.com*

**2:45 – 3:15 p.m.**  
Resource Center

**Mid-Afternoon Coffee Break**  
*Sponsored by Platinum Performance, Inc.*

**3:15 – 4:30 p.m.**  
Tampico/Cozumel

**Writing the Magazine Feature Story**  
*Guest Speaker: Don Ranly, PhD*

**3:15 – 4:30 p.m.**  
Las Cruces/Santa Fe

**Optimizing Your Web Site**  
*Speaker: Christy West*

**5:00 – 7:00 p.m.**  
Yucatan/Cancun

**Student Award Party: Get Your Kicks on Route 66**  
*Sponsored by Pfizer Animal Health*  
*Reception sponsored by AQHA and AQHA Publications*

**7:00 p.m.**

**Free Night**

## Did you know?

Turquoise historically has protective qualities for horse riders?

## Saturday, June 23, 2007

<b>7:30 – 9:00 a.m.</b> Pre-Conference Area	<b>Registration</b>
<b>8:00 – 9:00 a.m.</b> Yucatan	<b>Breakfast</b> <i>Sponsored by BowTie, Inc.</i>
<b>9:00 a.m. – 9:30 a.m.</b> Yucatan	<b>Living Your Dream</b> <i>Keynote Speaker: Ralph Weickel</i> <i>Performance Management</i>
<b>9:45 a.m. – 4:30 p.m.</b> Gallery	<b>AHP Resource Center and Lounge</b> <i>Sponsored by Farnam Companies, Inc.</i>
<b>9:45 a.m. – 10:30 a.m.</b> Las Cruces/Santa Fe	<b>45 Printing Production Ideas in 45 Minutes</b> <i>Moderator: Pat Trowbridge, BowTie, Inc.</i>
<b>9:45 a.m. – 12:00 p.m.</b> Cancun	<b>Effective Team Performance</b> <i>Guest Speaker: Ralph Weickel</i> <i>Performance Management</i>
<b>10:30 a.m. – 11:00 a.m.</b> Resource Center	<b>Mid-Morning Coffee Break</b> <i>Sponsored by HorseCity.com</i>
<b>10:30 a.m. – 7:00 p.m.</b> Taos	<b>Awards Finalists Display</b>
<b>10:30 a.m. – 12:00 p.m.</b> Cozumel	<b>Freelance Writer Networking Sessions</b> <i>By appointment only</i>
<b>11:00 a.m. – 12:00 p.m.</b> Tampico	<b>Small But Mighty Workshop: Run A Profitable Publication – Track Your Costs and Numbers</b> <i>Moderators: Cheryl Erpelding, Riding's Publications and Dean Jacobson, Virginia Horse Journal</i>
<b>12:00 – 1:30 p.m.</b> Yucatan	<b>Luncheon</b> <i>Sponsored by Publishers Press</i>
<b>1:30 – 2:00 p.m.</b> Yucatan	<b>General Membership Meeting and Election of Officers</b>
<b>2:00 – 4:30 p.m.</b> Cozumel	<b>Freelancer Workshop: Let's Talk Turkey: Can You Earn a Freelance Living in the "Nag Mag" World?</b> <i>Moderators: Jennifer Bryant and Audrey Pavia</i>
<b>2:00 – 4:30 p.m.</b> Tampico	<b>Finance for Non-Financial Managers</b> <i>Guest Speaker: Ralph Weickel</i> <i>Performance Management</i>
<b>2:00 – 4:30 p.m.</b> Las Cruces/Santa Fe	<b>The Good, the Bad, and Beautiful: Secrets to Drawing Out Your Prospects</b> <i>Guest Speaker: Carl Landau, Niche Media</i>
<b>3:00 – 3:30 p.m.</b> Resource Center	<b>Mid-Afternoon Coffee Break</b> <i>Sponsored by Intervet, Inc.</i>
<b>4:30 – 5:00 p.m.</b> Tampico	<b>Question &amp; Answer Session with Ralph Weickel</b>
<b>6:00 – 7:00 p.m.</b> Yucatan/Cancun	<b>Awards Reception</b> <i>Sponsored by Dover Saddlery and EQUUS</i>
<b>7:00 – 10:00 p.m.</b> Yucatan/Cancun	<b>Awards Banquet &amp; Presentations</b> <i>Co-sponsored by Branch Smith Printing and Quebecor World</i>

### Hotel Headquarters

ALBUQUERQUE MARRIOTT PYRAMID NORTH  
5151 San Francisco Road, NE, Albuquerque, NM 87109  
505-821-3333

FOR RESERVATIONS, CALL: 1-800-262-2043  
ONLINE RESERVATIONS, USE GROUP CODE: AHPAHG

Reservations at the group rates must have been received by May 31, 2007.  
Please mention you are with AHP. Should the AHP group rate no longer be available, the prevailing hotel rate will apply.

**American Horse Publications Group Rates: Single/Double: \$119**  
**Upgrade to Concierge Level: \$30**

### Seminar Contact: Chris Brune

49 Spinnaker Circle, South Daytona, FL 32119  
Phone (386) 760-7743 / Fax: (386) 760-7728  
Cell: (386) 290-3253 from 6/18-6/25  
E-mail: AHorsePubs@aol.com / www.americanhorsepubs.org

### Airport 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.

### Airport Shuttle Service

The Sunport Shuttle offers scheduled airport service between the hotel and Albuquerque Sunport International Airport (ABQ). Adults: \$20 one-way, \$38 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](http://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.

### Driving Directions From Airport

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 south-bound frontage road (Pan American Freeway). The Albuquerque Marriott Pyramid North is the structure on the right.

### Things to Do in ABQ

Albuquerque Convention & Visitors Bureau  
[www.itsatrip.org](http://www.itsatrip.org)

Horses Unlimited  
well known sporthorse training and stallion station  
[www.horsesunlimited.us](http://www.horsesunlimited.us)

Sandia Peak Tramway  
[www.sandiapeak.com](http://www.sandiapeak.com)

Sandia Casino  
[www.sandiacasino.com](http://www.sandiacasino.com)  
Free shuttle from hotel to casino

Horseback Riding  
[www.brokensaddle.com](http://www.brokensaddle.com)

Albuquerque Hispano Chamber of Commerce  
[www.ahcnm.org](http://www.ahcnm.org)

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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**

Jan provides Media Kit Critiquing sessions on Friday for AHP members who reserved a session prior to the seminar. 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. 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.



### **RALPH WEICKEL**

Ralph presents a full slate 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.



### **CARL LANDAU**

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.

## **2007 Sponsors**

American Horse Publications is grateful to the corporate member sponsors whose generosity and support help us to provide members with an educational and memorable experience.

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### **Bronze Sponsors**

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HorseCity.com  
Intervet, Inc.  
Platinum Performance, Inc.  
SUCCEED® Digestive Conditioning Program®

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.

The **Small, But Mighty Workshop** will be co-moderated 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.

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?"

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.