



JUNE 19-21, 2014  
FRANCIS MARION  
HOTEL  
CHARLESTON  
SOUTH CAROLINA



## GUEST SPEAKERS

### REBECCA WESSON DARWIN,

President & CEO of *Garden & Gun*, presents the Keynote Address, **From Dark Horse to the Winner's Circle**, on Thursday evening, June 19 during the welcome reception from 5:30 to 7:00 p.m. Join Rebecca as she pulls back the curtain on how she created the publication and led it to the print sensation it is today. Along the way, she'll offer tips on creating and maintaining a memorable magazine that captures the passions of its devoted audience.



*with Email and Social*" on Friday morning, June 20 from 9:30 a.m. to 12:00 p.m.

### FRAN JURGA

is a professional freelance writer on horse health and sport, equine lameness and hoofcare, museum exhibit writing and design. Join Fran for a fun session on Friday from 1:30 to 3:00 p.m. exploring different online platforms that will make your web content stand out from the crowd. In **Expanding Your Web Content Toolkit**, Fran will show you how to use the right tool for the editorial job. Fran will challenge attendees to use your cool new tools to create photo, text and/or multimedia stories about seminar activities that you will share in a follow-up screen-sharing session on Saturday morning from 9:30 to 10:30 a.m.



### VANESSA GREGORY

is an assistant professor of journalism at the University of Mississippi and also a freelance writer who contributes most frequently to Charleston's *Garden & Gun*. Gregory presents

two one-hour sessions on Friday morning, June 20. The first session, **Tell Me A Story**, covers easy tips to help writers craft unforgettable narratives that connect with your audience. Crafting great content requires more than good reporting and editing and in the next session, **Beyond Words**, Gregory focuses on building the editor-freelancer relationship, and using social media to strengthen your connection with readers.

### AARON WESLEY MEANS

is CEO of ACTIVATE Business Solutions, which are Constant Contact Product Experts, as well as Authorized Seminar Presenters. Means presents two-part session titled, **Grow Your Business**



### CAROLINE NUTTALL

is the founder of CHARLIE, a forward-thinking digital media company in Charleston, S.C., most recently emerging as a national network of Charleston-inspired brands (ReadCHARLIE.com). Nuttall's session titled, **A New Media**

**Model**, is scheduled for Friday, June 20, from 3:30 to 4:30 p.m. Take a journey from digital to print back to digital, and learn how to completely transform a magazine and revenue model through a content brand strategy.



## SPECIAL EVENTS

### WELCOME RECEPTION

Thursday, June 19  
5:30 p.m. to 7:00 p.m.

Join fellow members for a reception to welcome AHP to Charleston. New this year will be the Welcome Reception Exhibitor Area sponsored by **Lane Press, MediaRadar, Morris Media Network Equine Group, Schleese, Inc./Saddlefit 4 Life, SmartPak, Straight Arrow Products, Inc., and United States Hunter Jumper Association.**

Unwind with a drink and light snacks while you mingle with members and visit the exhibits before the Keynote Address sponsored by **MediaRadar**. The evening allows time for dinner on the town or an opportunity to rest up for the next two busy days of sessions and events.

### EQUINE INDUSTRY VISION AWARD BREAKFAST

Friday, June 20  
8:00 a.m. to 9:30 a.m.

The winner of the prestigious 2014 Equine Industry Vision Award, sponsored by **Zoetis** and presented by American Horse Publications, is announced.

### SPECIAL AWARDS LUNCHEON

Saturday, June 21  
12:00 p.m. to 1:00 p.m.

AHP will announce the recipients of the 2014 AHP Chris Brune Spirit Award and the 2014 AHP Champion Award. The annual General Membership Meeting and election of the Board of Directors follows from 1:00 to 1:30 p.m.

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# HOOFIN' IT

## AHP STUDENT PARTY

Friday, June 20

5:30 p.m. to 7:00 p.m.

Being in Charleston in a hotel built in the 1920s makes for a perfect environment for a Roaring 20s party. **Zoetis** sponsors the party which will include appetizers, Italian sandwiches, a pasta station and S'mores. **AQHA Publications** and **SUCCEED®** sponsor the cocktails and drinks. This is perfect fare for a light dinner or a snack before you sample the culinary delights in nighttime Charleston.

Three talented Travel Award winners, **Lindsay Paulsen, Rebekah Savage, and Catie Staszak**, will be eagerly anticipating the announcement of the 2014 Student Award Winner. **AIM Equine Network** sponsors the Student Award cash awards and **Publishers Press** provides an all-expense paid trip to the winner to one of their Two-Day Customer Education Seminars in Louisville, Kentucky.

Come bid on a variety of items in the silent auction, buy raffle tickets for a free seminar registration to the 2015 AHP Seminar in San Antonio, and purchase a \$10 ticket good for the AHP signature drink, **The Bees Knees**. All proceeds go to the AHP Student Fund.

## AHP HOOFER AWARD

Join us for a dance contest.

Dance solo or grab a partner

And show us your best Charleston!

## ANNUAL AWARDS

### BANQUET &

### PRESENTATIONS

Saturday, June 21

5:30 p.m. to 9:30 p.m.

It's AHP's big night. The highlight is the announcement of the winners in the 2014 AHP Awards Contest, the 2014 Valiant Human-Animal Bond Award and the 2014 Alltech A+ Equine-related Journalism Award. **Publishers Press** sponsors the Awards Banquet. A one-hour cocktail reception is co-sponsored by **Dover Saddlery** and **i-5 Publishing**, publishers of *Horse Illustrated*, *Young Rider* and *HorseChannel.com*. **Breyer Animal Creations** provide the centerpieces, which one lucky winner will win at each table.

# SCHEDULE OF EVENTS

All sessions are held on the Mezzanine/Meetings Level

## Thursday, June 19, 2014

5:00 p.m. - 6:00 p.m.

### Early Registration

5:30 p.m. - 6:30 p.m.

### Welcome Reception

*Carolina A Prefunction*

Sponsored by Lane Press, MediaRadar, Morris Media Network Equine Group, Schleese, Inc./Saddlefit 4 Life, SmartPak, Straight Arrow Products, Inc., United States Hunter Jumper Association

6:30 p.m. - 7:00 p.m.

### Keynote Address: From Dark Horse to the Winner's Circle

*Carolina A*

Guest Speaker: Rebecca Wesson Darwin, Garden & Gun

Keynote Presentation sponsored by MediaRadar

## Friday, June 20, 2014

7:30 a.m. - 9:30 a.m.

### Registration

*Mezzanine/Meetings Level*

8:00 a.m. - 9:30 a.m.

### Equine Industry Vision Award Breakfast

*Gold Ballroom, 2nd Floor*

Sponsored by Zoetis

9:30 a.m. - 4:30 p.m.

### AHP Resource Center and Lounge

*Calhoun*

Sponsored by Farnam Horse Products

9:30 a.m. - 10:30 a.m.

### Tell Me A Story

*Carolina A*

Guest Speaker: Vanessa Gregory

9:30 a.m. - 10:30 a.m.

### Grow Your Business with Email and Social, Part 1

*Carolina B*

Guest Speaker: Aaron Wesley Means

9:30 a.m. - 10:30 a.m.

### Student Award Interviews - Closed session

*Laurens Room*

10:30 a.m. - 11:00 a.m.

### Mid-Morning Coffee Break

*Resource Center*

*Hosted by American Horse Publications*

10:30 a.m. - 6:15 p.m.

### Student Fund Silent Auction

*Pinckney*

11:00 a.m. - 12:00 p.m.

### Beyond Words

*Carolina A*

Guest Speaker: Vanessa Gregory

11:00 a.m. - 12:00 p.m.

### Grow Your Business with Email and Social, Part 2

*Carolina B*

Guest Speaker: Aaron Wesley Means

11:00 a.m. - 12:00 p.m.

### Sharing Ideas: Extending Your Brand

*Laurens Room*

Moderated by Jeremy McGovern, American Farriers Journal

12:00 p.m. - 1:30 p.m.

### Networking Luncheon

*Gold Ballroom, 2nd Floor*

Sponsored by Merial

1:30 p.m. - 3:00 p.m.

### Expanding Your Web Content Toolkit

*Carolina A*

Presenter: Fran Jurga

1:30 p.m. - 3:00 p.m.

### Panel: What's a Platform, and How Do I Get One?

*Carolina B*

Moderated by Milt Toby, Author; Panelists: Valerie Ormond,

Author; Betty Weibel, Author; Sarah Falter, History Press

1:30 p.m. - 3:00 p.m.

### Sharing Ideas: Small, But Mighty Publishers

*Laurens Room*

Moderator: Karen Tappenden, Holistic Horse

3:00 p.m. - 3:30 p.m.

### Mid-Afternoon Coffee Break

*Resource Center*

Sponsored by Platinum Performance

3:30 p.m. - 4:30 p.m.

### A New Media Model

*Carolina A*

Guest Speaker: Caroline Nuttall, Founder of CHARLIE

3:30 p.m. - 4:30 p.m.

### Panel: The Art of Pitching

*Carolina B*

Moderator: Jennifer Bryant, Editor, USDF Connection

Panelists: Jennifer Mellace, Managing Editor, Dressage Today; Jan Westmark, Editor, Sidelines Magazine; Liz Moyer, Editor, Horse Illustrated; Elisabeth Gilbride, Executive Editor, Equine Journal; and Beth Rasin, Editor, The Chronicle of the Horse.

5:30 p.m. - 7:00 p.m.

### AHP Student Award Party - HOOFIN' IT

*Gold Ballroom, 2nd Floor*

Student Party sponsored by Zoetis

Reception co-sponsored by AQHA Publications & SUCCEED®

Student Cash Awards sponsored by AIM Equine Network

## Saturday, June 21, 2014

7:00 a.m. - 8:00 a.m. <i>Carolina A Prefunction</i>	<b>Speed Networking</b> Fast-paced session for content providers and content buyer. Moderators: Tracy Gantz and Pat Trowbridge
7:30 a.m. - 9:30 a.m.	<b>Registration</b>
8:00 a.m. - 9:30 a.m. <i>Colonial Ballroom, Lobby Level</i>	<b>Breakfast</b> Co-sponsored by SmartPak Equine and Absorbine
9:30 a.m. - 4:00 p.m. <i>Calhoun</i>	<b>AHP Resource Center and Lounge</b> Sponsored by Farnam Horse Products
9:30 a.m. - 10:30 a.m. <i>Carolina A</i>	<b>The Time to Ride is Now</b> Guest Speaker: Patti Colbert, Patti Colbert Enterprises
9:30 a.m. - 10:30 a.m. <i>Carolina B</i>	<b>Video Production Process</b> Guest Speaker: Brandon Roaten
9:30 a.m. - 10:30 a.m. <i>Laurens Room</i>	<b>Screen-Share Show &amp; Tell</b> Moderated by Fran Jurga
10:30 a.m. - 11:00 a.m. <i>Resource Center</i>	<b>Mid-Morning Coffee Break</b> Sponsored by Humane Society of the United States
11:00 a.m.—12:00 p.m. <i>Carolina A</i>	<b>Media Ethics Today: All Blurred Lines and Shades of Grey... Or Can We Still Have Standards?</b> Guest Speaker: Summer Best
11:00 a.m. - 12:00 p.m. <i>Carolina B</i>	<b>Shooting Trade Show, Editorial and Promotional Videos</b> Guest Speaker: Brandon Roaten
12:00 p.m. - 6:30 p.m. <i>Pinckney</i>	<b>Awards Finalists on Display</b>
12:00 p.m. - 1:30 p.m. <i>Colonial Ballroom, Lobby Level</i>	<b>AHP Special Awards Luncheon</b> Presentations of AHP Champion Award and Chris Brune Spirit Award
1:30 p.m. - 2:30 p.m. <i>Carolina A</i>	<b>General Membership Meeting and Election of Officers</b> <b>Panel: eBook Basics</b> Moderated by Milt Toby, Author Panelists: Lisa Wysocky, Author; Cindy Johnson, Cool Titles; Karen Tappenden, Holistic Horse
1:30 p.m. - 2:30 p.m. <i>Carolina B</i>	<b>Editing Videos</b> Guest Speaker: Brandon Roaten
1:30 p.m. - 2:30 p.m. <i>Laurens Room</i>	<b>Sharing Ideas Session: Journalism Ethics</b> Moderator: Summer Best
2:30 p.m. - 3:00 p.m. <i>Resource Center</i>	<b>Mid-Afternoon Coffee Break</b> Hosted by American Horse Publications
3:00 p.m. - 4:00 p.m. <i>Carolina A</i>	<b>45 Ideas: Multimedia Brand Marketing</b> Moderator, Pat Trowbridge, i-5 Publishing Panelists: Todd Krizelman, MediaRadar; Holly Davis, Horsefly Group; Colleen Scott, Sullivan Higdon & Sink
3:00 p.m. - 4:00 p.m. <i>Carolina B</i>	<b>Creating YouTube or Vimeo Channels to Build Traffic and Revenue</b> Guest Speaker: Brandon Roaten
3:00 p.m. - 4:00 p.m. <i>Laurens Room</i>	<b>Careers in Equine Publishing for Students</b> For Student Members only Moderators: Christine Hamilton and Stephanie Church
5:30 p.m. - 6:30 p.m. <i>Colonial Ballroom</i>	<b>Awards Reception and Finalists Display</b> Co-sponsored by i-5 Publishing and Dover Saddlery
6:30 p.m. - 9:30 p.m. <i>Colonial Ballroom</i>	<b>Awards Banquet and Presentations</b> Sponsored by Publishers Press Awards Centerpieces sponsored by Breyer Animal Creations

## NETWORKING OPS

### RESOURCE CENTER

The AHP Resource Center is a networking lounge and information center sponsored by **Farnam Horse Products**. Member literature, complimentary Internet access, and sponsored coffee breaks are available in this room on Friday and Saturday.

### NETWORKING LUNCHEON

Members gather for a luncheon sponsored by **Merial** to network with fellow AHP members. Seating will be random and table numbers distributed at the door.

### SPEED-NETWORKING

This year, the Speed Networking session has a new format that will better match Content Buyer with Content Provider, and vice versa. As a freelance writer, photographer, or student, you will be able to make an appointment with any available Content Buyer you wish to meet. Appointments will be four minutes long and timed as previous years.

## SHARING IDEAS

Sharing Ideas sessions are where members can discuss topics, exchange ideas and ask questions in an informal environment.

### FRIDAY, JUNE 20

#### Extending Your Brand

11:00 a.m. to 12:00 p.m.

Moderated by *Jeremy McGovern*

#### Small, But Mighty Publishers

1:30 p.m. to 3:00 p.m.

Moderated By *Karen Tappenden*

### SATURDAY, JUNE 21

#### Screen-Share Show & Tell

9:30 a.m. to 10:30 a.m.

Moderated by *Fran Jurga*

#### Journalism Ethics

1:30 p.m. to 2:30 p.m.

Moderated by *Summer Best*

#### Careers in Equine Publishing for Students

3:00 p.m. to 4:00 p.m.

Moderated by *Christine Hamilton and Stephanie Church*

**BRANDON ROATEN** is the co-founder of MVP STUDIOS based in Nashville, TN. His passion for film began over thirty-three years ago in Memphis, TN where he performed in front of the camera for local promotions on NBC affiliate WMC-TV.



Roaten's journey in film production has been an interesting one. Roaten will present a **full day video workshop** on Saturday, June 21.

**PATTI COLBERT** is a "hands-on" promoter for the horse industry. Currently, Colbert is focusing her marketing efforts on "Time to Ride," an initiative of the American Horse Council's marketing



alliance. Anyone who listened to her keynote address in Colorado Springs remembers what a dynamic and motivating speaker she is. AHP has invited her back to continue building the momentum for rejuvenating the love of horses in mainstream pop culture. Her session, **The Time to Ride is Now**, is scheduled for Saturday from 9:30 to 10:30 a.m.

**SUMMER BEST** currently teaches Ethics in Journalism and Ethics in Telecommunication at the University of



Florida College of Journalism and Communications. She is a past winner of the AHP Student Award and a former AHP

Board member, and she has been honored by AHP with awards in writing, editing and advertising copywriting. Her session titled **Media Ethics Today: All Blurred Lines and Shades of Grey...Or Can We Still Have Standards?** is scheduled for 11:00 a.m. to 12:00 p.m. on Saturday, June 21. She will also moderate a sharing ideas session on journalism ethics in the afternoon.

### SEMINAR CONTACT:

Chris Brune  
E-mail: [AHorsePubs@aol.com](mailto:AHorsePubs@aol.com)  
Cell (386) 290-3253  
after June 15

### FOR SEMINAR ONLINE INFORMATION

[Click here](#)

## AHP GALLOP N' GRITS SEMINAR

### 2014 SPONSORS

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

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