



June 19–21, 2003
Marriott's Hunt Valley Inn
Hunt Valley, Maryland

Educational Sessions

FRIDAY, JUNE 20, 2003

45 Super Ideas In 45 Minutes

*Moderated by Frank Lessiter,
 American Farriers Journal*

This fast-paced session is designed to provide attendees with a variety of profitable ideas and an opportunity to talk further with the panelists during the two-day conference. Panelists: Darrell Dodds, *Horse & Rider*; Jim Jennings, AQHA; Karen Pickering, *Northwest Horse Source*; and Christy West, *The Horse*.

Marketing Your Publication or Organization on a Shoestring Budget

*Guest Speaker: Kirstin Carey
 President of Orange Tree Training & Speaking Group*

We've all heard the terms "value added service" and "customer focused marketing," but how do you add value and focus on your customer without going broke? This program is perfect for Marketing Professionals, Managers, and Publishers looking for new, easy-to-use, take-away ideas to improve their marketing efforts while controlling - even *reducing* - the budget!

Reinventing Print

*Guest Speaker: Don Ranly,
 Professor of Journalism, Missouri
 School of Journalism*

The Internet is here to stay! It's not going away, and it has changed everything. Do your publications look the same as they did five or 10 years ago? What have we learned from the Internet to make our publications more efficient and effective? In this session you learn how to: write for the click-here reader; layer information for different people at different times; apply the rules for writing on the Internet to print; and produce a magazine that is reader-friendly and navigable.

Improve Your Magazine: Ten-Step Self Critique

*Guest Speaker: Rob Sugar
 President and Creative Director,
 AURAS Design, Inc.*

Bring your magazine with you and use it to conduct your own guided critique that can help you evaluate ways that your magazine can be improved. Take the critique process back to your staff and use it as the consensus-building session that encourages developing better ways for your magazine to fulfill its mission

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Special Events

Hunt Country Tour

Thursday, June 19, 2003

9:00 a.m. – 4:30 p.m.

Early arrivals have an opportunity to visit the surrounding hunt country on the pre-seminar tour. The Hunt Country Tour includes visits to the Maryland Hunt Cup race course, Shawan Downs, Sagamore Farms and Ladew Gardens. All stops are within a 30-minute drive of the Marriott's Hunt Valley Inn.

The full day bus tour departs the Marriott's Hunt Valley Inn at 9:00 a.m. and returns to the hotel by 4:30 p.m. The cost of the tour, which includes a box lunch and the tour of Ladew Manor, is \$11 per person thanks to the generosity of sponsors including *Appaloosa Journal*, Maryland Horse Breeders Association and *The Equiry*. Reservations were on a first come, first served basis, and the bus is currently full.

Welcome Reception

Thursday, June 19, 2003

7:00 p.m. – 9:00 p.m.

AHP members are invited to a reception sponsored by Brown Printing Company and hosted by Morgan Lightfoot. This is a wonderful opportunity for first-timers to meet fellow AHP members and for AHP friends to get reacquainted. Light snacks and hors d'oeuvres will be served.

Equine Industry Vision

Award Breakfast

Friday, June 20, 2003

8:00 a.m. – 9:30 a.m.

The 2003 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.

Don't forget to pick up your seminar souvenir mug sponsored by Equine Resources International during registration prior to breakfast.

AHP Doo Wop Hoof Hop

Friday, June 20, 2003

6:00 p.m. – 10:00 p.m.

Think pink, bobby socks, poodle skirts, dungarees and rolled-up

t-shirts, and oh those greaser hairdos. AHP is getting lost in the 50s on Friday night, June 20th at the AHP Doo Wop Hoof Hop, a party to celebrate the 10th anniversary of the Student Award. The "hop" is held at Frankie and Vinnies' Diner in Marriott's Hunt Valley Inn, a room filled with chrome and red vinyl, neon signs and a vintage car - everything to get us in the mood to dance and sing the night away to the tunes of the 50s.

The American Quarter Horse Association sponsors the reception and Pfizer Animal Health sponsors the 50s menu that includes a variety of diner favorites like burgers and fries, milkshakes and sundaes.

To be cool, you have to show up dressed in your favorite 50s fashion. Otherwise, you may be labeled a party pooper.

Awards Reception and Banquet

Saturday, June 21, 2003

6:00 p.m. - 10:00 p.m.

It's time to "Tally Ho" to the excitement of awards night. Ariat International and Dover Saddlery co-sponsor the foxhunting reception followed by the Awards Banquet sponsored by Quebecor World TPC Group. Breyer Animal Creations have provided the hunt-themed centerpieces. The highlight of the evening is the presentation of the winners in the 2003 AHP Awards Competition.

AHP Resource Center

NEW for 2003, the Hunt Country 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. Trueman Communications Group will provide AHP media credentials to Publication, Affiliate and Student members from 2:00 - 5:00 p.m. on Friday and 9:30 a.m. - 12:00 p.m. on Saturday.

Schedule of Events

Wednesday, June 18, 2003

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

Cinnamon Tree Restaurant

Board of Directors Luncheon

Sponsored by Ryerss Farm for Aged Equines

1:30 p.m. - 5:00 p.m.

Derby

Board of Directors Meeting

Thursday, June 19, 2003

9:00 a.m. - 4:30 p.m.

Meet in Lobby at 8:30

Hunt Country Tour (optional)

Sponsored by Appaloosa Journal, Maryland Horse Breeders Association, and The Equiery

7:00 - 9:00 p.m.

Pool Deck or

McCormick Suite

Welcome Reception

Sponsored by Brown Printing Company

Friday, June 20, 2003

7:00 - 9:30 a.m.

Hunt Room Foyer

Registration

Seminar Souvenir mugs sponsored by Equine Resources International

8:00 - 9:30 a.m.

Hunt Room

Equine Industry Vision Award Breakfast

Sponsored by Pfizer Animal Health

Presentation of the 2003 Equine Industry Vision Award winner

9:30 - 10:15 a.m.

Maryland 3 & 4

45 Super Ideas In 45 Minutes

Moderated by Frank Lessiter, American Farriers Journal

Panelists: Darrell Dodds, *Horse & Rider*; Jim

Jennings, AQHA; Karen Pickering, *Northwest Horse*

Source; and Christy West, *The Horse*

9:30 a.m. - 5:00 p.m.

Garden/Gazebo

AHP Resource Center and Lounge

Sponsored by Farnam Companies, Inc.

A networking and conference lounge with information center.

9:30 - 12:00 p.m.

Maryland Room 1 & 2

Student Award Fund Silent Auction

Auction items open for bids.

10:15 - 10:45 a.m.

Garden Room

Mid-Morning Coffee Break

Sponsored by Branch Smith Printing

10:45 a.m. - 12:00 p.m.

Maryland 3 & 4

Marketing Your Publication or Organization on a Shoestring Budget

Guest Speaker: Kirstin Carey, President of Orange Tree Training & Speaking Group

12:00 - 1:30 p.m.

Hunt Room

Luncheon

Sponsored by Merial

1:30 - 2:30 p.m.

Maryland 1, 2, 3

Reinventing Print

Guest Speaker: Don Ranly, Professor of Journalism, Missouri School of Journalism

1:30 - 3:30 p.m.

Maryland 4

Improve Your Magazine: Ten-Step Self Critique

Guest Speaker: Rob Sugar, President and Creative Director, AURAS Design, Inc.

2:00 - 5:00 p.m.

Resource Room

AHP Media Credentials

Sponsored by Trueman Communications Group

2:30 – 3:30 p.m.
Maryland 1,2, 3

Refrigerator Journalism: Part 1
How to Deliver Information That is Useful, Usable and Used
Guest Speaker: Don Ranly, Professor of Journalism, Missouri School of Journalism

3:30 – 4:00 p.m.
Garden Room

Mid-Afternoon Coffee Break
Sponsored by UK Gluck Equine Research Foundation

4:00 – 5:00 p.m.
Maryland 1, 2 3

Refrigerator Journalism: Part 2

4:00 – 5:00 p.m.
Maryland 4

How to Value a Publishing Company
Guest Speaker: Scott Peters, Managing Director The Jordan, Edmiston Group, Inc.

4:00 – 7:00 p.m.
Hunt Room Foyer

Student Award Fund Silent Auction

6:00 – 10:00 p.m.
Frankie & Vinnies

Auction items open for bids.
AHP Doo Wop Hoof Hop
Celebrating Student Award 10th Anniversary
Student Award Reception
Sponsored by American Quarter Horse Association
Student Award 50s Party
Sponsored by Pfizer Animal Health

Saturday, June 21, 2003

7:00 – 9:00 a.m.
Hunt Room Foyer

Registration

8:00 – 9:30 a.m.
Hunt Room

Breakfast
Sponsored by Fancy Publications

9:30 – 3:00 p.m.
Garden/Gazebo

AHP Resource Center and Lounge
Sponsored by Farnam Companies, Inc.
A networking and conference lounge with information center.

9:00 a.m. - 12:00 p.m.
Resource Room

AHP Media Credentials
Sponsored by Trueman Communications Group

9:30 a.m. - 12:00 p.m.
Maryland 1, 2, 3

Sales Strategies for Competing Against the "Big Guy" Publishers

Guest Speaker: Carl Landau, President, NicheMedia

9:30 a.m. - 12:00 p.m.
Maryland 4

Ranly Review: A Power-Point Presentation of American Horse Publications
Guest Speaker: Don Ranly, Professor of Journalism, Missouri School of Journalism

10:30 a.m. - 11:00 a.m.
Garden Room *Sponsored by HorseCity.com*

Mid-Morning Coffee Break

12:00 – 1:30 p.m. Luncheon
Hunt Room *Sponsored by Publishers Press*

1:30 – 2:00 p.m. **General Membership Meeting**
Hunt Room Election of 2003-2004 Board of Directors

2:00 – 4:30 p.m. **Evaluating Your Strategic Alternatives**
Maryland 4 *Guest Speaker: Leo Subler, Managing Principal, Subler & Co.*

2:00 – 4:30 p.m. **Freelancer/Publisher Workshop**
Maryland 2
Book It: An Author's and Publisher's Guide to Equine Book Publishing
Moderated by Jennifer Bryant and Audrey Pavia

2:00 – 4:30 p.m. **Focusing on Customer Service**
Maryland 1 *Guest Speaker: Bob Marino, Training Consultant*

EDUCATIONAL SESSIONS
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statement and provide more engaging and creative content to its readers.

Refrigerator Journalism: How to Deliver Information That is Useful, Usable and Used

Guest Speaker: Don Ranly, Professor of Journalism, Missouri School of Journalism

In today's Internet world, in-a-hurry readers want practical information presented in the most efficient, effective, interactive and navigable way. Everyone -- writers, editors, designers, photographers, and illustrators - - must become concerned with the presentation of ideas. Learn the techniques of "refrigerator journalism" -- present information your readers will clip and stick on their refrigerators or bulletin boards.

How to Value a Publishing Company

Guest Speaker: Scott Peters, Managing Director, The Jordan, Edmiston Group, Inc.

The publishing industry has served as one of the most active markets for mergers and acquisitions over the last fifteen years. This session will help you understand how to value your publishing business while highlighting critical issues that impact value. The session includes a formal presentation on publishing valuation as well as Q&A.

SATURDAY, JUNE 21, 2003

Sales Strategies for Competing Against the "Big Guy" Publishers

Guest Speaker: Carl Landau, President, NicheMedia

Carl Landau discusses what it really takes to compete in a practical sense against large magazine publishers. What are the advantages that you have as a smaller niche publisher to gain ad pages against a larger horizontal publisher? Part of the strategies includes: gaining demographic information with subscriber studies, unique distribution ideas, special issues that attract new advertising segments, targeted e-mails, and creative sales promotions that really work.

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EDUCATIONAL SESSIONS
(Continued from page 3)

Ranly Review: A Power-Point Presentation of American Horse Publications

*Guest Speaker: Don Ranly,
Professor of Journalism, Missouri
School of Journalism*

In this session, Dr. Ranly will lead a discussion of member publications by presenting covers, tables of content, editors' messages, letters to the editor, titles, captions, leads, features, etc. More specifically, Ranly will apply the principles and techniques of good magazine-making in the Internet age. Come join the fun!

Evaluating Your Strategic Alternatives

*Guest Speaker: Leo Subler, Managing
Principal, Subler & Co.*

'Evaluating Your Strategic Alternatives' is designed to help you step away from the day-to-day and assess your business strategy in the face of changing market dynamics and your own personal and professional goals.

**Freelancer/Publisher Workshop
Book It: An Author's and
Publisher's Guide to Equine Book
Publishing**

*Moderated by Jennifer Bryant
and Audrey Pavia*

In this session, published authors, acquiring editors, book publishers, and magazine publishers with book-publishing divisions will discuss these issues and more.

Focusing on Customer Service

*Guest Speaker: Bob Marino,
Training Consultant*

This seminar is devoted to the techniques used in providing total customer satisfaction. Publications and businesses increase sales and revenues by offering their clients prompt, courteous service. Satisfied clients will use our services again, recommend us to others and increase our market base. Emphasis will be placed on investigating how successful businesses use outstanding customer service to beat the competition, keep existing clients satisfied, and draw new customers.

2003 Sponsors

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

Platinum Sponsors

Brown Printing Company

Welcome Reception

Pfizer Animal Health

Student Award Party

Equine Industry Vision Award

Quebecor World TPC Group

Awards Banquet

Gold Sponsors

Craftsman Printers

Membership Directory

Merial

Friday Luncheon

Merial Human-Animal Bond Award

Publishers Press

Saturday Luncheon

Silver Sponsors

American Quarter Horse Association

Student Award Reception

Fancy Publications

Saturday Breakfast

Farnam Companies, Inc.

Resource Center

Bronze Elite Sponsors

Ariat International

Co-sponsor: Awards Reception

Dover Saddlery

Co-sponsor: Awards Reception

Life Data Labs

Awards Program Booklet

Bronze Sponsors

Appaloosa Journal

Hunt Country Tour

Breyer Animal Creations

Awards Banquet Centerpieces

Branch-Smith Printing

Friday Mid-morning Coffee Break

Cowboy Publishing Group

Seminar Banners

The Equiery

Hunt Country Tour

Equine Resources International

Seminar Mugs

HorseCity.com

Saturday Mid-morning Coffee Break

Intervet, Inc

Saturday Mid-afternoon Coffee Break

Maryland Horse Breeders

Association

Hunt Country Tour

Ryerss Farm For Aged Equines

Board Meeting Luncheon

Trueman Communications Group

AHP Press Credentials

UK Gluck Equine Research

Foundation

Friday Mid-afternoon Coffee Break