

AHP 2010  
**40th**  
**Anniversary**  
**SEMINAR**  
 Lexington KY



June 17-19

**2010**

Hilton Lexington  
 Downtown

**Lexington**  
 Kentucky

**Guest Speakers**



**Marty Bauman**  
 Marty is Director of Media Services and Operations for the 2010 Alltech FEI World Equestrian Games. He will present the Keynote Address, "The Final Leg to WEG,"

on Friday morning at 9:15 a.m.

Marty founded Classic Communications in 1979. He has built his company into a well respected public relations, marketing and event management firm specializing in the equestrian sports world.

**Marla Bickel**

Marla is vice president of Blood-Horse Publications in Lexington, Kentucky. Blood-Horse Publications is a multimedia publishing company that traces its roots to 1916. Marla



heads the operations division which includes: e-marketing and audience development, production, finance, human resources and technology. She will present a session on "Challenges Facing Audience Development on Saturday afternoon.

**Rob Hendrickson**

Rob is a strategic executive with proven success using strategy, creativity and technology to save money, increase customers and improve innovation. For 15 years, he has been responsible for developing and improving brand strategy and using the Internet to improve business and marketing for companies that range from start-up to Fortune 500.



Rob presents two sessions on social media on Friday afternoon. He also serves as a panelist on making money online and presents a breakout for small publisher on selling integrated media packages on Saturday morning.

**Samir Husni**

Dr. Samir Husni, aka "Mr. Magazine"™, is the director of the Magazine Innovation Center at the University of Mississippi, School of Journalism. He is also Professor and Hederman Lecturer at the School of Journalism.



Dr. Husni has presented seminars on trends in American magazines to the editorial, advertising and sales staff of the magazine groups. He is "the country's leading magazine expert," according to *Forbes* ASAP magazine, "the nation's leading authority on new magazines," according to min:media industry newsletter; "a world-renowned expert on print journalism" according to CBS News Sunday Morning and *The Chicago Tribune* dubbed him "the planet's leading expert on new magazines."

Dr. Husni presents two sessions on Friday afternoon.

**Bill Shelton**



Bill Shelton represents the rare combination of business entrepreneur and advertising creative. As Co-Founder and President of "micro-agency"

Left Field Creative, Bill and his partner Terri Lacey have developed a reputation for wrestling accounts and project work away from larger, more traditional agencies. The creative duo opened Left Field in 1996 at the request of their first client, CITGO Petroleum.

Innovative and unconventional, Bill carries a reputation as an uncompromising strategist, whose work creates lasting bonds with consumers. Outspoken about advertising and marketing produced only to win awards, yet passionate about truly

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**Special Events**

**AHP Meet n' Greet**

Wednesday, June 16, 2010  
 6:00 p.m. - 8:00 p.m.  
 Location: Bigg Blue Martini Lounge  
 Hilton Lexington Downtown

**AHP's 40 Ideas on Tour**

Thursday, June 17, 2010  
 8:00 a.m. - 5:00 p.m.  
 Meet in Hotel Lobby at 7:30 a.m.  
 Buses depart promptly at 8:00 a.m.  
 Every one who has signed up for the tour must take the bus.

AHP's 40 Ideas on Tour is definitely a "learning tour" as well as an opportunity to visit Darley America, Kentucky Horse Park, Woodford Reserve, and Keeneland Race Track. Bring your camera, notebook, iPhone, tape recorder (podcasts), video camera, or whatever you need to do your job! The tour is complimentary for AHP members registered for the Lexington seminar thanks to the sponsors and hosts who have rolled out the welcome rug to AHP. Lunch at Woodford Reserve is sponsored by Publishers Press, tours are compliments of Kentucky Horse Park, Keeneland, and Woodford Reserve, and bus transportation is sponsored by Equine Land Conservation Resource, FarmLines Inc.-Equine and Pet Products Distributor, and Friends of AHP.



**Alltech Welcome Reception**

Thursday, June 17, 2010  
 6:00 p.m. - 8:00 p.m.  
 Location: Alltech Brewery  
 401 Cross Street (about 4 blocks)  
 Hosted by Alltech  
 Group walk-over departs hotel lobby at 5:45 p.m. Attendees needing transportation should request hotel shuttle service.



**Equine Industry Vision Award Breakfast**

Friday, June 18, 2010  
 8:00 a.m. - 9:15 a.m.  
 The 2010 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.

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## AHP Student Award Party

### AHP World Games...*Undisciplined FUN*

Friday, June 18, 2010  
5:00 p.m.—7:00 p.m.

A free seminar registration to the 2011 AHP Seminar in San Diego, California, will be raffled at this event.

Don't miss the first-ever **AHP Team Table Decorating Contest** which highlights 7 WEG events and 7 countries where the WEG events have or will be held. Who will be AHP's Design Stars? Take the AHP World Games trivia quiz, sample a buffet of international cuisine, and listen to the musical talents of the renowned Ben Brown.

Come bid on a wide variety of equine-related items at the Student Fund Silent Auction starting at 10:00 a.m. and help support current and future student programs

## Party On with Caribbean Blues

Friday, June 18, 2010  
7:00 p.m.—10:00 p.m.

The party continues with a special concert by Caribbean Blues compliments of Kim and Ben Brown. Cash Bar will be available.

## Special Awards Luncheon

Saturday, June 19, 2010  
12:00 p.m. —1:30 p.m.

Following a luncheon sponsored by Publishers Press, AHP will announce the recipients of the AHP Chris Brune Spirit Award and the AHP Champion Award. The annual General Membership Meeting and election of the Board of Directors is held from 1:30 - 2:00 p.m.

## Awards Banquet & Presentations

Saturday, June 19, 2010  
5:30 p.m. —10:00 p.m.

A one-hour cocktail reception is co-sponsored by Dover Saddlery and AHP and the Awards Banquet is co-sponsored by Branch Smith Printing and American Horse Publications. Breyer Animal Creations provide the popular Breyer model centerpieces. This year's model is Breyer's WEG Official Mode Horse, Esprit, which one lucky winner will win at each table. Plus there will be some more Breyer surprises. The highlight of the evening is the announcement of the winners in the 2010 AHP Awards Contest for amterial published in and/or dated 2009 and the 2010 Merial Human-Animal Bond Winner.

### Hotel Notes

- Complimentary airport shuttle to hotel guests.
- Hotel parking is complimentary to overnight guests. Prepaid daily parking passes are available for \$4 each at AHP registration desk.
- Wireless internet service is complimentary in AHP meeting space. Internet access in guest rooms is complimentary to AHP seminar attendees and will be credited at checkout if charged.

# Schedule of Events

## Wednesday, June 16, 2010

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

*Kincaid*

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

*Saddlebred Board Room*

6:00 p.m. - 8:00 p.m.

*Bigg Blue Martini Lounge*

**Board of Directors Luncheon**

*Sponsored by Equine Resources International*

**Board of Directors Meeting**

**AHP Meet & Greet for Early Arrivals**

## Thursday, June 17, 2010

7:00 a.m. - 8:00 a.m.

*Hotel Lobby*

8:00 a.m. - 5:00 p.m.

*Bus boards at 7:45 a.m.*

**Early Registration**

*Coffee available*

**AHP's 40 Ideas on Bus Tour**

*Lunch at Woodford Reserve sponsored by Publishers Press  
Tours hosted by Kentucky Horse Park, Keeneland and Woodford Reserve. Bus transportation sponsored by Equine Land Conservation Resource, FarmLines Inc.-Equine and Pet Products Distributor, and Friends of AHP*

**Alltech Welcome Reception**

*Hosted by Alltech*

*Group walk-over departs lobby at 5:45 p.m.*

6:00 p.m. - 8:00 p.m.

*Alltech Brewery*

## Friday, June 18, 2010

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

*Top of Escalator*

8:00 a.m. - 9:15 a.m.

*Grand Kentucky AB*

9:15 a.m. - 9:45 a.m.

*Grand Kentucky AB*

9:15 a.m. - 4:30 p.m.

*Bluegrass*

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

*Bluegrass*

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

*Triple Crown*

10:30 a.m. - 11:15 a.m.

*Grand Kentucky CD*

10:30 a.m. - 12:00 p.m.

*Crimson Clover*

11:15 a.m. - 12:00 p.m.

*Grand Kentucky CD*

**Registration**

**Equine Industry Vision Award Breakfast**

*Sponsored by Pfizer Animal Health*

**The Final Leg to WEG**

*Keynote Speaker: Marty Bauman, Director of Media Services, Alltech FEI World Equestrian Games*

**AHP Resource Center and Lounge**

*Sponsored by Farnam Horse Products*

**Mid-Morning Coffee Break**

**AHP Student Fund Silent Auction**

**AHP Equine Industry Survey Trends**

*Presentation prepared by Dr. C. Jill Stowe and presented by Michelle Kibler*

**First Time Attendees and New Members Roundtable**

*Hosts: Tracy Gantz and Chris Brune*

*Drop by and have your AHP questions answered by two longtime AHP members and past presidents*

**Horse Publishing Trends Panel**

*Moderator: Pat Trowbridge, Publisher, BowTie, Inc.*

*Panelists: Susan Harding, Publishing Consultant, Active Interest Media; Tom Persechino, AQHA Executive Director of Competition and Breed Integrity; Stacy V. Bearse, President & CEO, Blood-Horse Publications*

**Networking Luncheon**

*Sponsored by Merial*

**Using Social Media for Marketing and Sales**

*Guest Speaker: Rob Hendrickson*

**Developing Value of Editorial Content**

*Guest Speaker: Dr. Samir Husni, Mr. Magazine*

**Mid-Afternoon Coffee Break**

*Sponsored by Platinum Performance, Inc.*

**Social Media 101: How to Monetize**

*Guest Speaker: Rob Hendrickson*

**The Long and Short of Editorial Content**

*Guest Speaker: Dr. Samir Husni, Mr. Magazine*

**Sharing Ideas Forum**

*Moderated by Diana De Rosa*

**Student Award Party: AHP World Games - Undisciplined Fun**

*Sponsored by Pfizer Animal Health*

*Reception co-sponsored by AQHA Publications and SUCCEED*

**Party On! with Caribbean Blues**

*Live band and cash bar available*

*Compliments of Kim and Ben Brown*

## Saturday, June 19, 2010

7:30 a.m. - 9:15 a.m.

*Top of Escalator*

8:00 a.m. - 9:15 a.m.

*Grand Kentucky AB*

9:15 a.m. - 4:30 p.m.

*Bluegrass*

9:15 a.m. - 10:30 a.m.

*Grand Kentucky C*

9:15 a.m. - 10:30 a.m.

*Grand Kentucky D*

9:15 a.m. - 10:30 a.m.

*Magnolia Ballroom*

*Lobby Level*

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

*Bluegrass*

10:30 a.m. - 6:00 p.m.

*Triple Crown*

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

*Grand Kentucky C*

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

*Grand Kentucky D*

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

*Magnolia Ballroom*

*Lobby Level*

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

*Grand Kentucky AB*

1:30 p.m. - 2:00 p.m.

*Grand Kentucky AB*

2:00 p.m. - 3:00 p.m.

*Grand Kentucky C*

2:00 p.m. - 3:00 p.m.

*Grand Kentucky D*

2:00 p.m. - 3:00 p.m.

*Magnolia Ballroom*

*Lobby Level*

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

*Bluegrass*

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

*Grand Kentucky C*

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

*Grand Kentucky D*

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

*Grand Kentucky AB Foyer*

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

*Grand Kentucky AB*

### Registration

### Breakfast

*Sponsored by Adequan*

### AHP Resource Center and Lounge

*Sponsored by Farnam Horse Products*

### Copyright 101: The basics of copyright for editors, publishers, and writers

*Guest Speaker: Milt Toby, Attorney*

### 40 Ideas in 40 Minutes

*Moderator: Maureen Gallatin, Inspired by Horses*

*Panelists: Erin Ryder Hsu, KER; Heather Dodds for Nicole Kraft, Hoof Beats; Summer Best, Florida Equine Publications; Rob Hendrickson; and Emily Koenig, United States Dressage Federation*

### Speed-Dating for Freelancers

*Participating Editors: Brian Sosby, Equestrian Magazine; Summer Best, Florida Equine Publications; Christine Hamilton, The American Quarter Horse Journal*

### Mid-Morning Coffee Break

### Awards Finalists Display

### Copyright in the Digital Age

*Guest Speaker: Milt Toby, Attorney*

### Media Buying: How the Games Have Changed

*Moderator: Lua Oas Southard, CEO, Equine Resources International*

*Panelists: Ron Akre, Director, Media Services, Farnam Horse Products; Patrick Warczak, Vice-President Marketing; Freedom Health LLC; Charlie Payne, Associate Publisher, The Horse and Horse.com*

### Selling Integrated Media Packages for Small Publishers

*Guest Speaker: Rob Hendrickson*

### Special Awards Ceremony Luncheon

*Sponsored by Publishers Press*

### General Membership Meeting and Election of Officers

### Contract Wars - Part 1

*Guest Speaker: Milt Toby, Attorney*

### Building Your Brand: Creating Lasting Emotional Bonds with Your Consumers

*Guest Speaker: Bill Shelton, President, Left Field Creative*

### Challenges Facing Audience Development

*Guest Speaker: Marla Bickel, Vice-President, Blood-Horse Publications*

### Mid-Afternoon Coffee Break

*Sponsored by Intervet/Schering-Plough Animal Health*

### Contract Wars - Part 2

*Guest Speaker: Milt Toby, Attorney*

### Marketing in the Moment and Beyond

*Guest Speaker: Bill Shelton, President, Left Field Creative*

### Awards Reception

*Co-sponsored by Dover Saddlery and American Horse Publications*

### Awards Banquet and Presentations

*Co-sponsored by Branch Smith Printing and American Horse Publications*

All meetings are held on the Second Floor except for those noted otherwise.

## Seminar Contact: Chris Brune

49 Spinnaker Circle, South Daytona, FL 32119

Phone (386) 760-7743 / Fax: (386) 760-7728

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E-mail: [AHorsePubs@aol.com](mailto:AHorsePubs@aol.com)

FOR ONLINE INFORMATION

[www.americanhorsepubs.org/programs/seminars/index.asp](http://www.americanhorsepubs.org/programs/seminars/index.asp)

## Networking OPs

### Resource Center

The 40th Anniversary Seminar offers the AHP Resource Center, a networking and conference lounge with information center. Sponsored by Farnam Horse Products, the Resource Center is a gathering place for members to meet during the day for conversation or just to unwind. Member literature, complimentary Internet access, and sponsored coffee breaks are available in this room on both Friday and Saturday. Come see our AHP 40th Anniversary Exhibit.

### First-Time Attendees and New Members Roundtable

On Friday morning, Tracy Gantz and Chris Brune will be on hand to answer any questions you may have about AHP during the First Time Attendee and New Members Roundtable. Drop by for a minute or stay the entire session. Tracy and Chris have been members for a long time and both served as Past Presidents. They met in the 80s when they were both editors of horse publications. They would love a chance to get to know you, so stop by between 10:30 a.m. to 12:00 p.m. in the Crimson Clover room.

### Networking Luncheon

Friday, June 18, 2010

12:00 p.m.—1:30 p.m.

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

### Sharing Ideas Forum

Friday, June 18, 2010

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

Moderated by Diana De Rosa

Taking your knowledge and sharing it with others and vice-versa is what the Sharing Ideas Forum is about. Think of some tidbit you could pass along that would only take you 5 -10 minutes to explain, or maybe even less, and bring that with you to the Sharing Ideas Forum. And if you can outline it on paper and hand it out even better.

### Speed-Dating for Freelancers

*Want a little face time with an editor?*

Saturday, June 19, 2010

9:15 a.m. - 10:30 a.m.

Participating Editors include: Brian Sosby,

*Equestrian Magazine; Summer*

*Best, The Florida Horse; Christine Hamilton,*

*The American Quarter Horse Journal*

## AHP Seminar Blog

[www.ahpseminar.blogspot.com](http://www.ahpseminar.blogspot.com)

great work, he challenges conventional thinking, always looking for new ways to reach the hearts and minds of people on a deeper, more emotional level.

Bill's experience ranges from consumer packaged goods to agriculture, on a diverse mix of accounts including Purina, Anheuser-Busch, John Deere, Monsanto, Lender's Bagels, Aunt Jemima, CITGO Petroleum, NIKE, Midas Automotive and more.

On Saturday, June 19th, Bill will host two "must see" sessions designed to help jump-start sales, boost readership, make your publication more relevant to readers, and uncover new revenue streams that will make you an invaluable resource to advertisers.

### **Michelle Kibler**

Michelle Kibler is a Master's student at the University of Kentucky's Agricultural Economics Department. She will present the program developed and prepared by Dr. C. Jill Stowe, an assistant professor of Agricultural Economics at the University of Kentucky on the results of the AHP Equine Industry Survey. The session is scheduled for Friday from 10:30 a.m. to 11:15 a.m.

Michelle moved to Kentucky three years ago when she enrolled in the Kentucky Equine Management Internship where she worked for a thoroughbred breeding farm for two and a half years. During this time she transferred from The Ohio State University to complete her undergraduate degree in Agricultural Economics which was completed in December of 2009. She has been involved with horses her entire life through working on farms, competing in jumpers and eventing and as a part of the Ohio State Equestrian Team.

### **Milt Toby**

Milt Toby is an attorney, author, and photographer with a lifelong interest and involvement in the horse industry. He has been writing professionally about horses since 1972, first as a staff writer for *The Blood-Horse* and more recently as a freelancer for a number of publications. The author of five books, including *The Complete Equine Legal and Business Handbook* and *Ruffian*, Milt blogs about equine law at [www.thehorse.com](http://www.thehorse.com) and contributes a monthly column to the *Paint Horse Journal*. Wearing his attorney's hat, Milt has drafted publishing contracts for several magazines. He is Chair of the American Society of Journalists and Authors' Contracts Committee, which reviews publishing contracts for writers.



## **40th Anniversary Seminar 2010 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 Lexington.

### **Diamond Sponsors**

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### **Platinum Sponsors**

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