



*Red, White & Bluegrass*  
LEXINGTON SEMINAR 2004 KENTUCKY

June 10-12, 2004  
Marriott's Griffin Gate Resort

### *Educational Sessions*

#### Friday's Program

##### 9:30 a.m.

Friday's line-up of sessions opens with Keynote Speaker, **Jane Smiley**, author of numerous novels, including, most recently, *A Year At The Races*. The Pulitzer Prize-winning author of *A Thousand Acres* gallops into territory she first explored in her acclaimed best-selling novel *Horse Heaven* with this irresistible account of her lifelong love affair with horses.

**"Injecting Horses Into The Mainstream"** is an entertaining, somewhat informative talk about crossing the bridge from the barn aisle to mainstream America with horses in print and other media--and its potential impact on horsemanship.

##### 11:00 a.m.

If you are still undecided about which sessions to attend, then **"Meet The Pros"** and listen to some of the seminar speakers and moderators tell you why you need to attend their sessions. Panelists will include Jane Smiley, Samir Husni, Warren Wilson, Enzina "Z" Mastroppolito, Christy West, Jennifer Bryant, and Robert Bolson.

##### 1:30 p.m.

**Samir Husni**, aka "Mr. Magazine™", is Hederman Lecturer and Professor of Journalism at the University of Mississippi where he heads the magazine service journalism program. Dr. Husni presents a session on Friday afternoon titled,

**"From Mission To Vision: The Road Map For Designing And Selling Your Content."** This session focuses on aspects of linking design to the overall content of the publication and on the art of packaging your magazine to achieve its mission reaching the readers turned subscribers.

Also on Friday afternoon, the **Small But Mighty III** reconvenes to discuss "Outsourcing: Its Role In A Small Publication's Evolution." This session is co-moderated by Warren Wilson, *California Horsetrader*, and Dean Jacobson, *Virginia Horse Journal*.

Jane Smiley also presents an afternoon session titled **"The Road To Here--Carving A Path in the World of Big-Time Publishing."** This informal session includes Jane's experience as a writer in signing and working with mainstream publishing houses, the internal debate of how much horse information to include in books for mainstream audiences, and the like.

##### 3:30 p.m.

Here's an opportunity to experience Smarty Jones's victory in the Kentucky Derby through the lenses of *Thoroughbred Times* staff photographer Enzina "Z" Mastroppolito and her assistants. In the session, **"Demystifying Digital Photography From Original Image To The Printed Page,"** Z explains how she uses digital photography for a major race and an everyday assignment, from shooting an event to archiving

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### *Special Events*

#### Best of the Bluegrass Tour

Thursday, June 10, 2004

7:30 a.m.—5:00 p.m.

This pre-seminar tour provides AHP members with a daylong sojourn into the heart of Lexington horse country. Bus transportation departs the Marriott's Griffin Gate Resort at 7:30 a.m. The tour includes visits to the UK Gluck Equine Research Center, Gainsborough Farm, WinStar Farm, Keeneland Library, the Kentucky Horse Park, and the National Horse Center. The bus also returns to the Marriott after lunch to pick up late arrivals and take them to the Kentucky Horse Park for the afternoon.

#### Welcome Reception

Thursday, June 10, 2004

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 11, 2004

8:00 a.m.—9:30 a.m.

The 2004 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.*

#### Student Award Night

Friday, June 11, 2004

6:00 p.m.—10:00 p.m.

"Racing Toward Our Future" is the theme for an evening at the races to benefit the AHP Student Fund and honor our 2004 Student Award Winner, Melissa Dymock.

The evening events include the Silent Auction & Raffle, a reception sponsored by American Quarter

Horse Association and a dinner buffet sponsored by Pfizer Animal Health. Join fellow members in picking your winners in the following races: Thoroughbred, American Quarter Horse, and Standardbred.

Sporting a fashionable hat at the racetrack is a time-honored tradition in Kentucky. AHP members are invited to create your own designer "Kentucky Derby Hat" to represent your favorite breed or discipline or your home state. Celebrity judges will select the winners and prizes will be awarded in three categories: Best Themed Hat ~ Funniest Hat ~ Most Creative Hat. *Men, women and children are invited to participate.*

### **Awards Presentations**

#### **Saturday, June 12, 2004**

6:00 p.m. —10:00 p.m.

Ariat International and Dover Saddlery have teamed up for a racing-themed reception that is followed by the Awards Banquet sponsored by Quebecor World TPC Group. Breyer Animal Creations have provided the centerpieces. The highlight of the evening is the presentation of the winners in the 2004 AHP Awards Competition. Don't forget to pick up your copy of the Awards Program sponsored by Life Data Labs., Inc.

### *Resource Center*

The Red, White & Bluegrass 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.

#### **HOTEL SHIPMENTS**

Ship to arrive no earlier than Monday, June 7, 2004. Address packages as follows:

American Horse Publications,  
June 8-12  
Christine Brune (or Your Name)  
Guest arriving 6/7 (or your arrival)  
Marriott's Griffin Gate Resort  
1800 Newtown Pike  
Lexington, KY 40511  
Phone: 859-288-6144

## *Schedule of Events*

### **Wednesday, June 9, 2004**

**12:00 p.m. – 1:30 p.m.**  
*Griffin Gate Gardens*

**Board of Directors Luncheon**  
*Sponsored by Ryerss Farm for Aged Equines*

**1:30 p.m. – 5:00 p.m.**  
*Dixiana*

**Board of Directors Meeting**

### **Thursday, June 10, 2004**

**7:30 a.m. - 5:00 p.m.**  
*Meet in Lobby*

**Best of the Bluegrass Tour (optional)**  
*Sponsored by UK Gluck Equine Research Foundation, Kentucky Horse Park, Appaloosa Journal, U.S. Equestrian Federation, Thoroughbred Times, and Lexington Convention and Visitors Bureau*

**7:00 - 9:00 p.m.**  
*Suite 711 and Spendthrift*

**Welcome Reception**  
*Sponsored by Brown Printing Company*

### **Friday, June 11, 2004**

**7:30 – 9:30 a.m.**  
*Ballroom Foyer*

**Registration**

**8:00 - 9:30 a.m.**  
*Salons EFGH*

**Equine Industry Vision Award Breakfast**  
*Sponsored by Pfizer Animal Health*

**9:30 – 9:45 a.m.**  
*Salons ABC*

**Welcome**

**9:45 - 10:30 a.m.**  
*Salons ABC*

**Injecting Horses Into The Mainstream**  
*Sponsored Blood-Horse Publications and Equine.com*  
*Keynote Speaker: Jane Smiley, Pulitzer Prize Author*

**9:30 a.m. - 5:00 p.m.**  
*Darby Dan/Calumet*

**AHP Resource Center and Lounge**  
*Sponsored by Farnam Companies, Inc.*

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

**Mid-Morning Break**  
*Sponsored by Branch Smith Printing*

**11:00 a.m. - 12:00 p.m.**  
*Salons ABC*

**Meet The Pros**  
*Moderator: Doug Hayes, The American Quarter Horse Journal*  
*Guest panelists: Jane Smiley, Samir Husni, Warren Wilson, Enzina "Z" Mastripolito, Christy West, Jennifer Bryant, Robert Bolson*

**12:00 - 1:30 p.m.**  
*Salons EF*

**Luncheon**  
*Sponsored by Merial*

**1:30 – 5:00 p.m.**  
*Salon C*

**From Mission To Vision: The Road Map For Designing And Selling Your Content**  
*Guest Speaker: Samir "Mr. Magazine™" Husni, Ph.D.*

**1:30 – 3:00 p.m.**  
*Dixiana/Lane's End*

**The Road To Here--Carving A Path in the World of Big-Time Publishing**  
*Guest Speaker: Jane Smiley*

**1:30 – 3:00 p.m.**  
*Salon AB*

**Small But Mighty III**  
*Moderated by Warren Wilson, California Horsetrader, and Dean Jacobson, Virginia Horse Journal*  
*Outsourcing: Its Role In A Small Publication's Evolution*

**3:00 – 3:30 p.m.**  
*Resource Center*

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

**3:30 – 5:00 p.m.**  
*Salons AB*

**Demythifying Digital Photography From Original Image To The Printed Page**  
*Guest Speakers: Enzina "Z" Mastripolito and Jeanette Vance, Thoroughbred Times*

**3:30 – 5:00 p.m.**  
*Dixiana/Lane's End*

**Mailing For Dummies**  
*Moderated by Robert Bolson, Blood-Horse Publications*  
*Panelists: Erv Drewek, Brown Printing Company; Terry Moor, Quebecor World; John Miller, Branch Smith Printing; Bill Nichols Jr., Bluegrass Mailing; Ned Kulka, Publishers Press*

**4:00 – 8:00 p.m.**  
*Salons GH*

**Student Fund Silent Auction**

**6:00 – 10:00 p.m.**  
*Salons EFGH*

**Racing Toward Our Future**  
*An evening at the races to benefit the AHP Student Fund*  
**Student Award Reception**  
*Sponsored by American Quarter Horse Association*  
**Student Award Dinner Buffet**  
*Sponsored by Pfizer Animal Health*

## **Saturday, June 12, 2004**

**7:30 – 9:00 a.m.**  
*Ballroom Foyer*

**Registration**

**8:00 – 9:30 a.m.**  
*Salons EFGH*

**Breakfast**  
*Sponsored by BowTie, Inc.*

**9:30 – 4:30 p.m.**  
*Darby Dan/Calumet*

**AHP Resource Center and Lounge**  
*Sponsored by Farnam Companies, Inc.*

**9:30 – 12:00 p.m.**  
*Salons AB*

**How To Develop Your Creativity Into A Sales Tool:  
The Creative Sales Person™ Seminar**  
*Guest Speaker: Ralph Monti, Special Interest Media, Inc.*

**9:30 – 12:00 p.m.**  
*Salon C*

**Credibility: 39 Errors You Shouldn't Make**  
*Guest Speaker: Don Ranly*

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

**Mid-Morning Break**  
*Sponsored by Western Horseman*

**12:00 – 1:30 p.m.**  
*Salons EFGH*

**Luncheon**  
*Sponsored by Publishers Press*

**1:30 – 2:00 p.m.**  
*Salons EFGH*

**General Membership Meeting  
and Election of Officers**

**2:00 – 4:30 p.m.**  
*Salon C*

**Freelancer/Publisher Workshop: New Markets -  
How to Break In and Move Up**  
*Moderators: Jennifer Bryant and Audrey Pavia*

**2:00 – 4:30 p.m.**  
*Salon C*

**Improving Your Interviewing Skills**  
*Guest Speaker: Don Ranly, Ph.D.*

**2:00 – 3:00 p.m.**  
*Salon AB*

**Internet Workshop: Web Site Content  
Management, Design and Usability**  
*Moderators: Kimberly Herbert, The Horse, and Mary Watts, HorseCity.com*  
*Panelists: Jeff Flannery, Blood-Horse Publications; Tom Fulcher, Equine.com; Christy West, The Horse; Jackie Freundlich, EquistriSol.com*

**3:00 – 3:30 p.m.**  
*Resource Center*

**Mid-Afternoon Break**  
*Sponsored by Intervet, Inc.*

**3:30 – 4:30 p.m.**  
*Salon AB*

**Internet Workshop: Web Resource Management**  
*Moderator: Kimberly Herbert, The Horse*  
*Panelists: Christy West, The Horse, Jackie Freundlich, EquistriSol.com, Mary Watts, HorseCity.com*

**6:00 – 7:00 p.m.**  
*Salon D*

**Awards Reception**  
*Sponsored by Ariat International and Dover Saddlery*

**7:00 – 10:00 p.m.**  
*Salons EFGH*

**Awards Banquet**  
*Sponsored by Quebecor World TPC Group*

*EDUCATIONAL SESSIONS  
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images and everything in between. She and *Thoroughbred Times* art director Jeanette Vance discuss making the transition from what comes out of a digital camera to what goes into the weekly magazine.

Direct Mail is one of the most essential advertising mediums available. But do you know the most effective and economical ways to use it? What you don't know can cost your company dearly. "**Mailing For Dummies**" will provide your small or medium-sized business with useful, easy-to-understand postal and printing information that you'll use time and time again. A panel of experts moderated by Robert Bolson, Blood-Horse Publications, provides attendees with printing and postal tips.

### **Saturday's Program**

#### **9:30 a.m.**

**Don Ranly**, Professor of Journalism at the Missouri School of Journalism for the past 30 years, has conducted more than 950 writing and editing seminars. Dr. Ranly makes his third appearance at an AHP seminar. This year, he presents two sessions on Saturday. The morning session is titled, "**Credibility: 39 Errors You Shouldn't Make.**" Your personal credibility and the credibility of your publication sometimes hinge on the not-so-little things such as spelling, grammar and proper word usage. Come join this interactive session of reviewing what you once knew and answering questions you were afraid to ask.

**Ralph Monti** is president of Special Interest Media, Inc. and an internationally known sales and marketing consultant. He specializes in creating strategic and sales and marketing strategies for global media companies. He is the author of the newly acclaimed book, *The Creative Sales Person: How to Develop Your Creativity Into An Effective Sales Tool* as well as three other non-fiction books.

Ralph presents a session on Saturday morning titled "**How To De-**

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EDUCATIONAL SESSIONS  
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**velop Your Creativity Into A Sales Tool: The Creative Sales Person™ Seminar.** “*The Creative Sales Person™* seminar addresses 21<sup>st</sup> century selling demands by learning how to think creatively. This fast-paced, interactive and highly stimulating sales workshop is an indispensable resource for salespeople’s professional growth. Going beyond the typical, cookie-cutter focus that many sales seminars present on selling tactics, The Creative Sales Person™ seminar teaches and advocates a creative and innovative path to sales excellence.

**2:00 p.m.**

There are three choices for Saturday afternoon including Don Ranly’s second session titled “**Improving Your Interviewing Skills.**” One of your most important assets as a writer is your ability to talk to people and to get the kinds of quotes that enliven your stories and give them credibility. In this interactive seminar, you will sharpen those skills by listening to discussants tell what has helped them before, during and after the interview.

This year’s **Freelancer/Publisher Workshop**, moderated by Jennifer Bryant and Audrey Pavia, covers “New Markets – How to Break In and Move Up.” Editors say they enjoy infusing “new blood” into their magazines. So why is it so tough for freelancers to break in? Why do some queries languish while others cause editors to take a chance on a new writer? In this roundtable discussion, we’ll ask the editors present to share stories of queries that worked and didn’t, and why, and to give writers tips on both timing their queries and making their story pitches stand out.

The **Internet Workshop** is divided into two parts. The first session, moderated by Kimberly Herbert, *The Horse*, and Mary Watts, HorseCity.com, focuses on “Web Site Content Management, Design and Usability.” The second part, which begins at 3:30 p.m. and is moderated by Kimberly Herbert, covers “Web Resource Management.”

## 2004 Sponsors

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

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