



June 22-24, 2006
Grosvenor Resort at Walt Disney World

Schedule of Events

All meeting space is on the 5th floor, unless listed otherwise

Thursday, June 22, 2006

- 8:30 a.m. – 12:00 p.m.** **Board of Directors Meeting**
 Hampton, 3rd floor
- 12:00 – 1:30 p.m.** **Board of Directors Luncheon**
 East Baskervilles
Sponsored by Equine Resources International
- 3:00 – 8:00 p.m.** **Arabian Nights Evening** (optional)
Welcome Reception sponsored by Brown Printing Company
Dinner Show sponsored by Conley Printing
Transportation sponsored by Appaloosa Horse Club and Appaloosa Journal

Friday, June 23, 2006

- 7:30 – 9:30 a.m.** **Registration**
 Windsor Foyer
- 8:00 – 9:30 a.m.** **Equine Industry Vision Award Breakfast**
 Windsor 1-4
Sponsored by Pfizer Animal Health
- 9:00 a.m. – 12:00 p.m.** **Pluto's Pursuit presented by The Disney Institute**
 Windsor 7-8
By reservation only
- 9:30 a.m. – 10:30 a.m.** **Rev Up Readership**
 Windsor 5-6
 How to draw people into your copy, make your copy more accessible to your audience — even reach "readers" who won't read
Guest Speaker: Ann Wylie, Wylie Communications
- 9:30 a.m. – 4:30 p.m.** **AHP Resource Center and Lounge**
 Windsor 10-11
Sponsored by Farnam Companies, Inc
- 10:30 – 11:00 a.m.** **Mid-Morning Coffee Break**
 Resource Center
Sponsored by SUCCEED™
Digestive Conditioning Program™
- 10:30 a.m. – 6:00 p.m.** **AHP Student Fund Silent Auction**
 Windsor 9
- 11:00 a.m. – 12:00 p.m.** **Cut Through The Clutter**
 Windsor 5-6
 How to make the very next piece you write easier to read and understand
Guest Speaker: Ann Wylie, Wylie Communications
- 12:00 – 1:30 p.m.** **Networking Luncheon**
 Windsor 1-4
Sponsored by Merial

Special Events



PHOTO CREDIT: ORLANDO CVB

Arabian Nights Evening **Thursday, June 22, 2006**

3:00 p.m.—8:00 p.m.
 Thanks to the generosity of AHP sponsors, Brown Printing Company, Conley Printing, and the Appaloosa Horse Club/*Appaloosa Journal*, attendees at the AHP "It's A Horse World After All" seminar will be transported by bus from the Grosvenor Resort to enjoy a reception, VIP experience and dinner show at Arabian Nights on Thursday, June 22. AHP members are complimentary and guest tickets can be ordered on the seminar registration form. Buses will depart the hotel at 3:15 p.m. on Thursday, June 22.

Equine Industry Vision Award Breakfast

Friday, June 23, 2006

8:00 a.m.—9:30 a.m.
 The 2006 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 At the Beach Party **Friday, June 23, 2006**

5:00 p.m.—7:00 p.m.
 The theme of this year's event is the "AHP Beach Party," which will be held from 5:00 to 7:00 p.m. in order to allow members to attend and still have time to spend with family and friends. The Sunshine State is well known for its beaches and Disney World, so we are inviting attendees to dress tropical with a twist. Wear attire displaying your favorite Disney character. Special prizes will be raffled at

this event only and will include a free seminar registration to the 2007 AHP Seminar in Albuquerque plus items donated by event sponsors, Pfizer Animal Health and the American Quarter Horse Association/AQHA Publications.

**Awards Presentations
Saturday, June 24, 2006**

6:00 p.m. —9:00 p.m.
A reception sponsored by Ariat International and Dover Saddlery is followed by the Awards Banquet sponsored by Quebecor World TPC Group, Branch Smith Printing, and Computer Color. Breyer Animal Creations have provided the centerpieces. The highlight of the evening is the announcement of the winners in the 2006 AHP Awards Contest and the 2006 Merit Human Animal Bond Winner.

Post Seminar Tours

Ocala Farm Tour

Hosted by Florida Thoroughbred Breeders' and Owners' Association
Join us the day after the AHP Awards Banquet for a short road trip to Ocala, Florida, the Horse Capital of the World™!

WHAT: Get the inside scoop at some of the world's most impressive horse farms

WHEN: Sunday, June 25
9:30 a.m. – 4:30 p.m.

WHERE: Ocala/Marion County, Florida, Horse Capital of the World™
OPPORTUNITY: Interviews with farm staff and owners, photography, scenic locations.

**Transportation not provided*

For questions, contact Summer at
352/732-8858, ext. 227

**PLEASE RSVP by JUNE 1, 2006 to
Summer Best, FTBOA at
s.best@flequine.com**

Ride with The Horseketeers

If you are planning to stay through Sunday, June 25 and would like to join fellow AHP members for a day at Epcot, then you're invited! The group will depart the Grosvenor Resort on the Disney bus at 8:00 a.m. Admission to the park is necessary so you must either use one day of your multi-day ticket or purchase a one-day ticket before we leave. If you are interested in being part of AHP Horseketeer Tour of Epcot, please contact Chris at ahorsepubs@aol.com or fax to: 386-760-7728 by June 1, 2006.

1:30 – 3:00 p.m.
Windsor 5-6

Writing For The Web

Six steps to creating copy that clicks
Guest Speaker: Ann Wylie, Wylie Communications

1:30 - 3:00 p.m.
Ascot, 3rd floor

One-On-One Networking Sessions

Want to pick the brain of an expert? Get help with a story pitch or a book proposal? Curious about a career path? Here's your chance to sit down with an AHP member who's experienced in your area of interest, and to pose all of those questions you've been dying to ask. We'll match you with a volunteer expert whose background suits your needs. Affiliate and student members especially encouraged to participate.

1:30 – 3:00 p.m.
Windsor 7-8

Customer Satisfaction—Guaranteed!

Moderator: Doug Hayes, AQHA Publications
Panelists: Lori Lampert, Mid-Atlantic Thoroughbred; Crystal Kimball, The Equiry; Pat Eskew, Horse Media Group

3:00 – 3:30 p.m.
Resource Center

Mid-Afternoon Coffee Break

Sponsored by Platinum Performance, Inc.

3:30 – 4:30 p.m.
Windsor 7-8

Point/Counterpoint: Sales Vs. Media Buyer

Speakers: Rob Banner, The Chronicle of the Horse, and Holly Davis, Horsefly Creative

3:30 – 4:30 p.m.
Windsor 5-6

Making An Internship Work For Everyone

Moderated by Dean Hoffman, Hoof Beats
Panelists: Patty Lasko, Dressage Today; Summer Best, Horse Capital Digest; Carly Williams, Horsemen's Corral; Rachael Filkins, The Horse



5:00 – 7:00 p.m.
Windsor 1-4

Student Award Evening - AHP At the Beach Party

Reception sponsored by American Quarter Horse Association and AQHA Publications
Food and Fun sponsored by Pfizer Animal Health

Saturday, June 24, 2006

7:30 – 9:00 a.m.
Windsor Foyer

Registration

8:00 – 9:00 a.m.
Windsor 1-4

Breakfast

Sponsored by BowTie, Inc, publishers of Horse Illustrated, Young Rider, and Thoroughbred Times

9:00 – 9:45 a.m.
Windsor 1-4

45 Ideas: Money Making Tips

Moderated by Pat Trowbridge, BowTie, Inc.
Panelists: Kim Miller, Riding's Publications; Janet Nittmann, Dover Saddlery; Warren Wilson, California Horsetrader; Teresa Avery, Equine Resources International

9:45 a.m. – 4:30 p.m.
Windsor 10-11

AHP Resource Center and Lounge

Sponsored by Farnam Companies, Inc.

9:45 a.m. – 12:00 p.m.
Windsor 7-8

The Survey Says

What questions should you ask in a readership survey? How many responses make a survey statistically viable? How should you poll your readers? Industry professionals will answer these questions and more as they share their knowledge on readership surveys
Moderated by Jennifer K. Hancock
Panelists: Robert Bolson, Blood-Horse Publications; Billy Smith, American Quarter Horse Association; Bob Kliner, Primedia Equine Network

9:45 a.m. – 12:00 p.m.
Windsor 5-6

From Mission To Magazine:

Building A Publication From The Inside Out
Guest Speaker: Robert Sugar, AURAS Design, Inc.
Design is more than ornamentation. It's a communication tool

that makes your editorial more powerful—if you know how to use it. This session will help you to improve your title from cover to contents by building a book with greater impact, stronger design elements and better reader response. You can take away ideas that you can use immediately!

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

Mid-Morning Coffee Break
Sponsored by HorseCity.com

12:00 – 1:30 p.m.
Windsor 1-4

Luncheon
Sponsored by Publishers Press

1:30 – 2:00 p.m.
Windsor 1-4

General Membership Meeting and Election of Officers

1:30 – 5:00 p.m.
Bristol, 3rd floor

Design Critique Sessions with Robert Sugar
By appointment only

2:00 – 3:00 p.m.
Windsor 7-8

Marketing Your Publication And Web Site
Moderator: Pat Trowbridge, BowTie, Inc.
Panelists: Billy Smith, American Quarter Horse Association; Rob Banner, The Chronicle of the Horse; Ryan Dohrn, HorseCity.com; Mark Gochman, Equestrian Adventurer

2:00 – 3:00 p.m.
Ascot

Freelancer Workshop: The Business Of Freelancing
Moderators: Jennifer Bryant and Audrey Pavia
Whether you're thinking about embarking on a career as a freelancer or are a veteran contributor, your questions, experience, tips, and advice are welcome at this roundtable discussion. We'll discuss business issues, accounting and tax matters, home offices and their challenges, as well as favorite gadgets and electronic gizmos for making your work life easier and better.

3:00 – 3:30 p.m.
Resource Center

Mid-Afternoon Coffee Break
Sponsored by Intervet, Inc.

3:30 – 4:30 p.m.
Windsor 7-8

Reuse And Repurposing Of Intellectual Property
Moderator: Kimberly Herbert, Editor, The Horse
Panelists: Jennifer Denison, Bob Goddard

Kim Herbert is a 25-year veteran at Blood-Horse Publications, where she is Editor of *The Horse: Your Guide To Equine Health Care* and a contributing editor to *The Blood-Horse*.

Jennifer Denison of Woodland Park, Colorado, is the newly appointed editor of *Barrel Horse News* and executive editor of *Equestrian Retailer*. She's also a contributing writer and editor for other Cowboy Publishing Group titles, such as *Western Horseman* and *Equine Veterinary Management*.

Since 1992, Bob Goddard has written over seventy humor articles for two dozen regional and national horse magazines. His off beat, satirical approach to horses and those who love them delights equine enthusiasts throughout the United States and Canada. Currently, he is the humor columnist for *The Trail Rider*.

3:30 – 4:30 p.m.
Ascot

**Small But Mighty 5:
Software Issues For Small Publishers**
Moderator: Cheryl Erpelding, Riding's Publications
Guest: Christopher Caputo, Magazine Manager

6:00 – 7:00 p.m.
Windsor 5-6

Awards Reception
Sponsored by Ariat International and Dover Saddlery

7:00 – 9:00 p.m.
Windsor 1-4

Awards Banquet & Presentations
Sponsored by Quebecor World TPC Group, Branch Smith Printing, and Computer Color

Sunday, June 25, 2006

Ocala Farm Tour
Hosted by Florida Thoroughbred Breeders & Owners Association
Meet at FTBOA headquarters in Ocala at 9:30 a.m.

Group Disney Day at Epcot
Ride With The Horseketeers
Meet in lobby of Grosvenor Resort at 8:00 a.m.

Seminar Tee-Shirts

Sponsored by Equine.com

Don't forget to write in your tee-shirt size on the registration form. Registration must be received by June 1 to guarantee your size.

Resource Center

It's A Horse World After All 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

Packages may be shipped to the Grosvenor Resort to my attention. Please schedule any shipments to arrive no earlier than Monday,

June 19, 2006 to:

Christine Brune, Guest arriving 6/20
Grosvenor Resort
1850 Hotel Plaza Blvd.
Lake Buena Vista, FL 32830
HOLD FOR: American Horse Publications Seminar
June 20-25, 2006
Phone: 407-827-6500

TIP: You may also use this address for shipping to yourself by addressing the package(s) to your name, as a guest arriving (date).

Attire

Seminar: Casual Comfort
Awards Banquet: Casual Cocktail
AHP Beach Party: Disney character attire, casual tropical beachwear. No swimsuits.

Don't Forget to Bring

- Umbrella (hey, it's tropical)
- Jacket or sweater (hey, Florida is bin on air-conditioning)
- Camera
- Sunglasses, visors, hats
- Business cards
- Media kits
- Extra room in your suitcase for sponsor giveaway items, promotional material, publications and Disney souvenirs you will be bringing home.
- Copies of your publication (or ship to hotel)
- Favorite Disney photos

Reminder

If you are planning to have lunch or dinner at any of the Disney restaurants, make your reservations before you come or early in the day.

AHP Convention Disney Tickets

Discounted tickets available online at the AHP web site until June 19th

Seminar Information

Chris Brune

American Horse Publications

49 Spinnaker Circle

South Daytona, FL 32119

Phone (386) 760-7743

Fax: (386) 760-7728

E-mail: AHorsePubs@aol.com

**COMPLETE INFORMATION AND
REGISTRATION FORMS ARE
AVAILABLE ONLINE AT
www.americanhorsepubs.org**

Airport Transportation

Mears Shuttle is the most convenient and inexpensive scheduled airport service between the hotel and Orlando Airport. Adults: \$18 one-way, \$30 roundtrip. Children ages (4-11): \$14 one-way, \$22 roundtrip. **SAVE \$4 ON ROUNDTRIP SHUTTLE.** For online reservations, <https://secure.mearstransportation.com/default.asp?referrer=276894023>. Discount coupon available online at the AHP website.

Hotel Headquarters

**GROSVENOR RESORT
IN THE WALT DISNEY WORLD®
RESORT**

1850 Hotel Plaza Blvd.,
Lake Buena Vista, FL 32830

**FOR RESERVATIONS,
CALL: 1-800-624-4109**

All reservations must be received by the cutoff date of **May 21, 2006**.

After the cutoff date, reservation requests will be confirmed on a guestroom and convention rate availability. Should the convention rate not be available, the prevailing hotel rate will apply.

AHP Group Rates

**POOLVIEW COURTYARD ROOM:
(Single or Double) \$109 plus 11.5%
tax and \$8.50 Resort Fee***

**TOWER ROOM: (Single or Double)
\$125 plus 11.5% tax and \$8.50 Resort
Fee***

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The Florida Thoroughbred Breeders' & Owners' Association**

Sponsor Pin Trading Event

One of the popular activities at Walt Disney World® is Disney pin trading. Guests can trade pins with pin collectors and Disney cast members throughout the theme parks. Pin trading can be a great interactive experience. For the Orlando seminar, AHP has created its own pin trading event to capture some of the Disney magic by offering attendees a chance to collect pins for their AHP seminar lanyards. The Sponsor Pin Trading Event will replace the Sponsor Lottery cards this year. Sponsors will handout lapel pins at their functions to those who attend. AHP members will receive a raffle ticket for every **different** sponsor pin on their lanyard at the Awards Banquet - one raffle ticket for one sponsor pin. Raffle tickets will be good for the Sponsor Prizes.