

Break from the Gate in 2008

AHP SARATOGA

June 19-21, 2008

Saratoga Hilton, Saratoga Springs, New York

Guest Speakers

JIM NISSEN is President and Creative Director of SWITCH studio a creative services firm specializing in publication design and branding with offices in Phoenix and New York.



In 15 years, SWITCH studio has designed over 60 different titles, producing over 800 issues for 40 publishers nationwide for clients such as

Amnesty International, REI and the PGA tour.

He speaks regularly to student and professional groups on the subjects of Creativity in the workplace, Inspiration for designers, and Magazine production.

Jim will present two sessions on Friday, June 20. **Design LIVE** will be held on Friday morning with **The Joy of Self Review** scheduled in the afternoon. Jim will also be providing **Design Critique Sessions** on Saturday, June 21. These 15 sessions were based on first come, first served and are currently booked full.

ARI ROSENBERG is CEO of Performance Pricing, a media sales consulting company in New York, excelling in pricing strategies and sales training for today's multi platform "big idea" media buying climate.

Ari was the vice president of sales at IGN.com, where he created and managed a unique pricing model that eventually led to the company's acquisition by Fox Interactive for 650 million dollars. Prior to joining IGN, he sold print advertising for *Tennis* magazine and *Newsweek* after buying media at Young and Rubicam in the early 90s.

He writes a weekly column for Mediapost called the "Online Publishers Insider" and he speaks regularly at industry events and conferences.

Ari presents two sessions on **Integrated Media Sales** on Saturday morning. Session One is an overview of the online advertising landscape and where content niche properties fit. Attendees will learn what is expected of them to earn online buys – including 7 required steps that make sellers effective at selling online inventory. Session Two will provide a showcase of "big ideas" bought online and how they get priced and sold.

BRUCE SILVERMAN is one of America's best known and well respected marketing-communication executives. A broad-view strategist, he is probably the only agency executive who ever served as creative director of a top five agency who went on to head one of the largest media planning and buying shops in the world.

A long-time board member of the American Association of Advertising Agencies, his 38-year advertising agency career included senior positions at Ogilvy & Mather in New York, London, Houston and Los Angeles, Bozell, BBDO/West, Asher/Gould and WongDoody.



As President/CEO of the domestic arm of Interpublic's giant (\$22 billion in annual billings) Initiative Worldwide, he supervised media planning and buying for Disney, Sega, Carl's Jr., Taco Bell, Albertson's, Acura, Kia, Chevrolet, Bally's Health & Fitness, Six Flags, America Online, the United States Navy and Yahoo!

Bruce established his consulting practice in May 2005. He is married to Nancy Cole, Publisher and Editor of the *The Equestrian News*. He just finished a book, *Mr. Indignity; How to Complain for Fun and Profit*.

Bruce's session on Friday is titled **How to Create Advertising that Sells**. In this seminar Bruce shares the secrets that led to the creation of such

(Continued on page 4)



Special Events

Best of Saratoga Tour

Thursday, June 19, 2008

9:00 a.m.—3:00 p.m.

Thanks to the generosity of Conley Printing, who sponsors the tour, and the Appaloosa Horse Club/*Appaloosa Journal*, who sponsor the bus transportation, attendees at the AHP seminar will enjoy an opportunity to explore Saratoga Springs. The tour begins at **Saratoga Race Course**, one of the oldest and most charming horse racing tracks in the country. Then, we visit **DaCory Farms**, a dressage stable, before heading for lunch at the **Saratoga Gaming and Raceway**, also called the Saratoga Racino. Finally, no trip to Saratoga is complete without a visit to the **National Museum of Racing and Hall of Fame**. The Museum, filled with the sights and sounds of racing, tells the story of Thoroughbred racing with a renowned equine art collection, stunning trophies, beautiful silks, and Thoroughbred memorabilia. Tour guides will be Bob Giordano and Fiona Farrell.

Equine Industry Vision

Award Breakfast

Friday, June 20, 2008

8:00 a.m.—9:30 a.m.

The 2008 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 Student Award

SaraTOGA PARTY

Friday, June 20, 2008

5:00 p.m.—7:00 p.m.

Toga Parties came to be well known after the 1978 release of the film, "Animal House" starring John Belushi, about the high-jinks of a disreputable college fraternity. Attendees at the AHP Student Award SaraTOGA PARTY will not be expected to pledge to get in or participate in a food fight. However, you might feel like wearing a toga and dancing to "SHOUT." And if the thought of draping yourself in a large piece of cloth isn't your style, then just wear



your favorite college tee-shirt and join in the fun.

The real purpose of the evening is to honor our 2008 Student Award Winner, Bana Varnon, and to help raise funds for the Student Fund. Sponsors of the event are Pfizer Animal Health and American Quarter Horse Association/AQHA publications.

Special prizes will be raffled at this event and include a free seminar registration to the 2009 AHP Seminar in New Orleans

The Student Fund Silent Auction will be held on Friday from 10:30 a.m. to 6:00 p.m.



The First Saturday in May

Friday, June 20, 2008

7:00 p.m.—9:00 p.m.

The award-winning film, "The First Saturday in May," will become part of the AHP Seminar in Saratoga Springs. The documentary has received rave reviews at film festivals and from fans throughout the country.

The film producers, John and Brad Hennegan, have given permission for AHP members to view the documentary at the Saratoga Hilton following the AHP Student Award Party. They hope that seminar attendees who get the chance to see the film will tell their readers, friends, and other racing fans about it.

For more information about the film or to purchase a DVD, visit www.thefirstsaturdayinmay.com.

Awards Presentations

Saturday, June 21, 2008

6:00 p.m. —10:00 p.m.

A reception sponsored by Dover Saddlery is followed by the Awards Banquet co-sponsored by Branch Smith Printing and Quebecor World. Breyer Animal Creations have provided the popular Breyer model centerpieces.

Schedule of Events

Wednesday, June 18, 2008

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

Chez Sophie

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

Whitney

Board of Directors Luncheon

Sponsored by Equine Resources International, LLC

Board of Directors Meeting

Thursday, June 19, 2008

9:00 a.m. - 3:00 p.m.

7:00 p.m. - 9:00 p.m.

Gallery

Best of Saratoga Tour (optional)

Tour sponsored by Conley Printing

Transportation sponsored by Appaloosa Journal/

Appaloosa Horse Club

Welcome Reception

Hosted by Brown Printing Company

Friday, June 20, 2008

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

Lobby

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

Saratoga 2-3

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

Broadway 1-4

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

Alabama/Travers

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

Resource Center

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

Saratoga 1

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

Broadway 1-4

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

Saratoga 2-3

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

Broadway 1-2

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

Broadway 3-4

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

Resource Center

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

Broadway 1-2

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

Broadway 3-4

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

Saratoga 1-3

7:00 p.m. - 9:00 p.m.

Saratoga 1-3

Registration

Equine Industry Vision Award Breakfast

Sponsored by Pfizer Animal Health

The Future of Publishing

Keynote Speaker: Thomas Woll

Cross River Publishing Consultants, Inc.

AHP Resource Center and Lounge

Sponsored by Farnam Horse Products

Mid-Morning Coffee Break

Sponsored by SUCCEED@ Digestive

Conditioning Program®

AHP Student Fund Silent Auction

Benefits the AHP Student Fund

Design LIVE

Guest Speaker: Jim Nissen, SWITCH Studio

Networking Luncheon

Sponsored by Merial

How to Create Advertising That Sells

Guest Speaker: Bruce Silverman

The Joy of Self Review

Guest Speaker: Jim Nissen, SWITCH Studio

Mid-Afternoon Coffee Break

Sponsored by Platinum Performance

Freelancer Workshop: Networking and Business

Practices for Freelancers

Moderator: Jennifer Bryant

Small Publishers Workshop: Staying Sound in a

Tough Economy

Moderators: Cheryl Erpelding and Dean Jacobson

Student Award Sara-TOGA PARTY

Sponsored by Pfizer Animal Health

Reception sponsored by American Quarter Horse

Association and AQHA Publications

Screening of "The First Saturday in May"

Compliments of movie producers,

Brad and John Hennegan

Did you know?

New York prohibits talking on a cell phone while driving unless you have an earpiece or Bluetooth.

Saturday, June 21, 2008

7:30 a.m. - 9:00 a.m.

Lobby

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

Saratoga 2-3

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

Alabama/Travers

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

Broadway 1-2

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

Broadway 3-4

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

Whitney

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

Resource Center

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

Broadway 3-4

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

Broadway 1-2

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

Saratoga 2-3

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

Saratoga 2-3

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

Broadway 1-2

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

Broadway 3-4

2:00 p.m. - 4:30 p.m.

Whitney

2:00 p.m. - 7:00 p.m.

Saratoga 1

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

Resource Center

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

Broadway 1-2

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

Broadway 3-4

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

Saratoga 1 and Foyer

7:00 p.m. - 10:00 p.m.

Saratoga 2-3

Registration

Breakfast

Sponsored by BowTie, Inc.

AHP Resource Center and Lounge

Sponsored by Farnam Horse Products

Think Like A Reader

Guest Speaker: Ann Wylie, Wylie Communications

Integrated Media Sales: Overview

Guest Speaker: Ari Rosenberg, Performance Pricing

Design Critique Sessions with Jim Nissen

By reservation only

Mid-Morning Coffee Break

Sponsored by HorseCity.com

Integrated Media Sales: Showcase of Ideas

Guest Speaker: Ari Rosenberg, Performance Pricing

Think Like A Reader

Guest Speaker: Ann Wylie, Wylie Communications

Luncheon

Sponsored by Publishers Press

General Membership Meeting and

Election of Officers

Make Your Copy More Creative

Guest Speaker: Ann Wylie, Wylie Communications

9 Things A First-Timer Should Know About Book Publishing

Moderators: Jennifer Bryant and Cathy Laws

Panelists: Beth Rowland, Half Halt Press; Martha

Cook, Trafalgar Square Books; Deb Burns, Storey

Publishing; Jackie Duke, Eclipse Press

Design Critique Sessions with Jim Nissen

By reservation only

Awards Finalists on Display

Mid-Afternoon Coffee Break

Sponsored by Intervet, Inc.

Play With Your Words

Guest Speaker: Ann Wylie, Wylie Communications

How to Sell to Ad and Media Agencies

Guest Speaker: Bruce Silverman

Awards Reception

Co-sponsored by Dover Saddlery

Awards Banquet and Presentations

Co-sponsored by Branch Smith Printing and

Quebecor World

Sunday, June 22, 2008 ~ EPNet Photography Workshop

Gabriele Boiselle Photo Seminar & Portfolio Review

Presented by Equine Photographers Network

(separate registration fee required)

Monday, June 23, 2008 ~ EPNet Photography Workshop

Gabriele Boiselle Hands-on Photography Workshop

Presented by Equine Photographers Network

(separate registration fee required)

Seminar Contact: Chris Brune

49 Spinnaker Circle, South Daytona, FL 32119

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

Cell: (386) 290-3253 from 6/16-6/23

E-mail: AHorsePubs@aol.com / www.americanhorsepubs.org

The highlight of the evening is the announcement of the winners in the 2008 AHP Awards Contest and the 2008 Merit Human Animal Bond Winner.

Resource Center

The Break from the Gate in 2008 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 is distributed and sponsored coffee breaks are held in this room on both Friday and Saturday.

Shipping instructions to Saratoga Hilton

PLEASE SHIP PACKAGES, not to arrive any earlier than **Monday, June 16, 2008**, to:

Attn: Eric Ploof

The Saratoga Hilton

534 Broadway

Saratoga Springs, NY 12866

HOLD FOR:

Christine Brune, Guest Arriving 6/16

American Horse Publications

June 16-22, 2008

Phone: 518-584-4000

AHP Airport Shuttle Service

Operated by Empress Travel

Available: June 18 and 19, 2008:

Airport to Saratoga

June 22, 2008: Saratoga to Airport.

Cost: AHP seminar attendees pay \$25 per person, each way paid directly to Empress Travel. Cancellation policy: A minimum cancellation notice of 30 days prior to departure time is required to receive a refund.

For reservations, email: empress-travel@travelempress.com or call 800-653-0231, 518-374-3176, fax: 518-374-8766 and ask for Kathy or Ed.

You MUST include the following information with your reservation request:

1. First and last name
2. Credit card number and expiration date
3. Credit card billing address
4. Albany flight arrival, airline, flight number and arrival time
5. Albany flight departure airline, flight number and departure time
6. Home, work and cell phone numbers
7. Name of hotel where you are staying

Other Airport Transportation Options

All Occasions Limo

For reservations, call 1-518-479-5466 or visit www.allocclimo.com

Cost: \$75 one way (up to 4 passengers); Mention that you are with American Horse Publications.

famous – and wildly successful advertising campaigns as “Don’t Leave Home Without It” for American Express, the “Shell Answer Man,” “The Great American Chocolate Bar” for Hershey’s, and the Pace Picante “Not Made in Nooo Yawk Ciddy” cowboys.

His session on Saturday is **How to Sell to Ad and Media Agencies** – the view from inside. Bruce will provide insight in how to maneuver your way into the hearts and minds and wallets of media planners at advertising and media agencies large and small.

THOMAS WOLL, President of Cross River Publishing Consultants, has over twenty-five years of experience in the areas of trade, direct response, and professional publishing, most at senior management levels. He has, uniquely, been directly responsible for companies as small as start-ups and divisions as large as \$80 million. In addition, Tom has extensive experience working with magazine companies who wish to leverage their editorial product into book publishing efforts.

His experience spans all areas of book publishing, including editorial development and planning; new product search and acquisition; sales and marketing (including creation of marketing plans and budgets; setting up distribution; and creating sales terms); rights; production and manufacturing; budgeting and strategic planning, IT analysis, and electronic processes.

Tom holds an MBA from New York University and is an adjunct professor at NYU’s Center for Publishing, teaching at the master’s level. He has lectured frequently, and given keynote addresses, at industry events.

He is the author of *Publishing for Profit: Successful Bottom-Line Management for Book Publishers* (revised and expanded third edition from Chicago Review Press, 2006) and *Selling Subsidiary Rights: The Insider’s Guide* (Fisher Books, © 2000).

Tom presents the Keynote Address on **The Future of Publishing** on Friday, June 20.

ANN WYLIE runs a company called Wylie Communications Inc. She works



with editors who want to reach more readers and with publishing companies that want to beat the competition.

2008 Sponsors

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

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Parting Glass Racing
Saratoga Convention and Tourism Bureau
ST Publishing, publishers of *Steeplechase/Eventing Times* and *The Saratoga Special*

She is the author of more than a dozen learning tools, including “Revving Up Readership” and “Make Your Copy More Creative.”

Before starting her firm, Ann was editor of *Ingram’s*, a nationally acclaimed executive magazine. During her tenure, *Ingram’s* editorial and design earned dozens of awards for excellence, and the magazine saw circulation increase by 35 percent and ad sales soar by one-third.

Her work has earned more than 40 editorial awards, including several national American Association of Business Publications awards.

Ann presents three sessions on Saturday, June 21. The morning session, **Think Like a Reader**, will answer the question: What’s the secret to writing copy that gets read? Discover understanding how the reader decides what to read – and what to toss. In the afternoon, stealing techniques from fiction writers to make your non-fiction writing more dramatic and compelling will be the focus of **Make Your Copy More Creative**, the first of the two afternoon sessions. Then learn to spice up your headlines, leads and sound bites with wordplay in **Play With Your Words**.