



June 9-11, 2005
Red Lion Hotel on 5th Avenue

Schedule of Events

All meeting space is located on the Third Floor except of the Vashon Board Room and Terrace Garden/Patio located on the Fifth Floor.

Wednesday, June 8, 2005

- 12:00 - 1:30 p.m.** **Board of Directors Luncheon**
 Terrace Garden *Sponsored by Ryerss Farm for Aged Equines*
- 1:30 - 5:00 p.m.** **Board of Directors Meeting**
 Vashon Board Room

Thursday, June 9, 2005

- 9:00 a.m. - 3:30 p.m.** **Best of Seattle City Tour**
 Meet in Lobby at 8:30 *Sponsored by Conley Printing, LLC*
- 7:00 - 9:00 p.m.** **Welcome Reception**
 Terrace Garden Patio *Sponsored by Brown Printing Company*

Friday, June 10, 2005

- 7:30 - 9:30 a.m.** **Registration**
 Emerald Foyer
- 8:00 - 9:30 a.m.** **Equine Industry Vision Award Breakfast**
 Emerald I *Sponsored by Pfizer Animal Health*
- 9:30 a.m. - 12:00 p.m.** **PhotoShop CS**
 Emerald II *Guest Speaker: Brian Wood, Director of Training*
 Evolve Computer Graphics Training, Inc.
- 9:30 - 10:30 a.m.** **Advanced Web Sites**
 Bainbridge *Guest Speaker: Susan Weiss, President, Net Tango*
 This session will focus on ideas for taking your web site to the next level. Learn about emerging web site technologies including: RSS News Feeds, Podcasting, Blogs and the latest trends with online advertising and web site metrics.
- 9:30 - 4:30 p.m.** **AHP Resource Center and Lounge**
 Emerald III *Sponsored by Farnam Companies, Inc.*



Special Events

Best of Seattle City Tour **Thursday, June 9, 2005**

9:00 a.m.—3:30 p.m.

Attendees will learn why Seattle has been named one of America's most livable cities! Included in the tour are historic Pioneer Square, the International District, a drive over one of Seattle's two floating bridges, and a stop at the Hiram M. Chittenden Locks. You will have the opportunity to spend time at the Seattle Center and tour Seattle's most recognizable landmark, the Space Needle. Admission to the Observation Deck is \$13 per adult; \$6 per child age 4-13; and \$11 seniors age 65+.

The tour will stop at the Pike Place Market where attendees will enjoy lunch on your own and have time to shop and explore this fascinating area. Last but not least is a tour at Blowing Sands. Seattle has the second largest glass art culture in the world – second only to Venice, Italy! You will view the artist's blowing glass and have the opportunity to purchase some of the incredible works.

Cost per person for AHP members is complimentary and sponsored by Conley Printing, LLC. Cost per person for guests is \$39.

Welcome Reception **Thursday, June 9, 2005**

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 10, 2005

8:00 a.m.—9:30 a.m.

The 2005 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 World's Fair

Friday, June 10, 2005

6:00 p.m.—10:00 p.m.

Transform yourself to the 1960's when the World's Fair was held in Seattle. 1960's dress is encouraged! Stroll our street fair complete with games of chance, meet 60's celebrities and more. Have a great time while we honor our 2005 Student Award Winner, Jessica Eissfeldt and runner-up, Christina Weese and raise money for the AHP Student Fund!

The evening events include the Silent Auction & Raffle, a reception sponsored by American Quarter Horse Association & AQHA Publications and a dinner buffet sponsored by Pfizer Animal Health.

Awards Presentations

Saturday, June 11, 2005

6:00 p.m.—10:00 p.m.

A reception sponsored by Ariat International and Dover Saddlery is followed by the Awards Banquet and Presentations, sponsored by Quebecor World TPC Group. Breyer Animal Creations have provided the centerpieces. The highlight of the evening is the announcement of the winners in the 2005 AHP Awards Competition. Don't forget to pick up your copy of the Awards Program sponsored by Life Data Labs., Inc.

AHP turns 35

The seminar in Seattle kicks off the start of AHP's 35th anniversary year. To commemorate the event, a special lapel pin has been designed

by Barrie Reighter and sponsored by NAERIC. Lapel pins will be given to member attendees at registration on Friday.



10:30 - 11:00 a.m.

Resource Center

Mid-Morning Break

Sponsored by Branch Smith Printing

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

Bainbridge

Style Guide Workshop

Moderator: Connie Lechleitner

A discussion session to develop an equine publishing industry Style Guide.

12:00 - 1:30 p.m.

Emerald I

Networking Luncheon

Sponsored by Merial

1:30 - 4:30 p.m.

Emerald II

Quark to InDesign

Guest Speaker: Brian Wood, Director of Training Evolve Computer Graphics Training, Inc.

1:30 - 3:00 p.m.

Bainbridge

Freelancer/Publisher Workshop: Buying Text and Photography (Both New and Used)

Moderators: Jennifer Bryant and Audrey Pavia

Panelists: Patrick Warczak, Freedom Health; Patty Lasko, Dressage Today; Bernard DeLierre, Horse Image Source; and Lauren Baker, Flying Changes Magazine

The panel of editors and freelance contributors will attempt to bridge the great divide.

3:00 - 3:30 p.m.

Resource Center

Mid-Afternoon Break

Sponsored by Platinum Performance

3:30 - 4:30 p.m.

Bainbridge

Web Sites 101

Guest Speaker: Susan Weiss

President, Net Tango, Louisville, KY

This session will cover the a step-by-step process of building a basis web site including: redesign/design considerations, do's and don'ts of graphic design, basic ingredients of engaging site visitors, web hosting, domain name registration, search engines and advertising basics.

6:00 - 10:00 p.m.

Emerald I

AHP World's Fair

Benefits the AHP Student Fund

Student Award Reception

Sponsored by American Quarter Horse Association and AQHA Publications

Student Fund Silent Auction & Raffle

Student Award Dinner Buffet

Sponsored by Pfizer Animal Health

Saturday, June 11, 2005

7:30 - 9:00 a.m.

Emerald Foyer

Registration

8:00 - 9:00 a.m.

Emerald I

Breakfast

Sponsored by BowTie, Inc.

9:00 - 9:45 a.m.

Emerald I

45 More Super Ideas in 45 Minutes

Moderator: Pat Trowbridge, BowTie, Inc.

Panelists: Brian Sosby, Equestrian Magazine; Stephanie Church, The Horse; Mary Watts, HorseCity.com; Claudia Spanjaard, Arnd Bronkhorst Photography

This fast-paced session is designed to provide attendees with a variety of successful and profitable ideas.

9:30 - 4:30 p.m.

Emerald III

AHP Resource Center and Lounge

Sponsored by Farnam Companies, Inc.

9:30 a.m. - 12:00 p.m. Vashon, 5th Floor	Web Site Critiquing Sessions <i>15-minute sessions by reservation only</i> <i>Guest Consultant: Susan Weiss, NetTango</i>
9:45 a.m. - 12:00 p.m. Emerald II	Copyright Myths: Print, Electronic and Image <i>Guest Speaker: Milton C. Toby, JD</i> <i>Perch & Toby</i> This session will address the basics of copyright and explore some of the most common misconceptions about the law.
10:30 - 11:00 a.m. Resource Center	Mid-Morning Break <i>Sponsored by Western Horseman</i>
11:00 - 12:00 p.m. San Juan/Whidbey	New Technology to Make Publishing Easier <i>Guest Speaker: Al Bergstein</i> <i>Enterprise Strategy Manager, Corporate Account</i> <i>Technical Management, Microsoft Corporation</i>
12:00 - 1:30 p.m. Emerald I	Luncheon <i>Sponsored by Publishers Press</i> Come watch the incredible film that launched the FISH! Philosophy movement
1:30 - 2:00 p.m. Emerald I	General Membership Meeting and Election of Officers
2:00 - 3:00 p.m. San Juan/Whidbey	Small, But Mighty IV: How To Educate Your Advertisers <i>Moderators: Dean Jacobson and Cheryl Erpelding</i>
2:00 - 3:00 p.m. Bainbridge	Killer Leads and Corpus Delicti <i>Guest Speaker: Jim Whiting</i> Session focuses on what might be termed "Not Quite Ready for Prime Time," stories with useful information for readers but which require editorial polishing to make them shine.
2:00 - 4:30 p.m. Vashon, 5th Floor	Web Site Critiquing Sessions <i>15 minute sessions by reservation only</i>
3:00 - 3:30 p.m. Resource Center	Mid-Afternoon Break <i>Sponsored by Intervet</i>
3:30 - 4:30 p.m. Bainbridge	Developmental Copy Editing and Fact Checking <i>Moderator: Kim Herbert, The Horse</i> <i>Panelists: Dean Hoffman, Hoof Beats; Jennifer Bryant, USDF Connection; Cathy Laws, Primedia Equine Network; Jim Whiting</i> Discussions on how to assign stories to get what you want, what happens if you don't get the story you assigned, leads, free-lance re-writes, helpful sources, how copy editors (should) cover your assets, fact checking, and more.
3:30 - 4:30 p.m. San Juan/Whidbey	Improving Your Media Kit <i>Moderator: Teresa Jascob Avery</i> <i>Equine Resources International</i> <i>Panelists; Kate Riordan, Parelli Natural Horsemanship; Fred Minnick, Bader-Rutter</i>
6:00 - 7:00 p.m. Emerald I	Awards Reception <i>Sponsored by Ariat International and Dover Saddlery</i>
7:00 - 10:00 p.m. Emerald I	Awards Banquet Awards Presentations <i>Sponsored by Quebecor World TPC Group</i>

Resource Center

The Horse By Northwest 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 to Red Lion.

1. SHIP TO ARRIVE NO EARLIER THAN **MONDAY, JUNE 6, 2005.**
2. ADDRESS PACKAGE:
American Horse Publications,
June 7-11
ATTN: Christine Brune, Guest/
Jackie Lavallee, Event Manager
Red Lion Hotel on 5th Avenue
1415 5th Avenue
Seattle, Washington 98101
Phone: 206-971-8026
3. INCLUDE COMPLETE RETURN ADDRESS
4. MARK NUMBER OF BOXES
Ex: Box 1 of 1, Box 1 of 2, etc.

Attire

Seminar: Casual Comfort
Awards Banquet: Casual Cocktail
AHP World's Fair: 60s Fashion

First Timer?

Don't Forget to Bring

- Umbrella (hey, it's Seattle!)
- Jacket or sweater
- Camera
- Business cards
- Media kits
- Style guides
- Extra room in your suitcase for sponsor giveaway items, purchases, promotional material and publications you will be bringing home.
- Copies of your publication (or ship to hotel)

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
www.americanhorsepubs.org

Airport Transportation

GRAYLINE AIRPORT EXPRESS

Adult fare is \$8.50 one way or \$14 round-trip. Children 2 – 12 years of age pay \$6.00 one way or \$10.00 round trip.

From the airport: Ticket booth is at the north and south ends of the baggage claim area. Guests purchase tickets there and take the bus to the downtown area. The nearest drop-off location is the Sheraton Hotel. Guests may ask bus driver to arrange for an airport connector to transport them to the Red Lion Hotel on 5th Avenue.

From Red Lion: Guests walk to the Sheraton Hotel. Tickets may be purchased from the bus driver. Our bellman can arrange for a connector to pick them up at our hotel and drop them at the Sheraton. This needs to be done 1 hour in advance

Grayline: (206) 626-6088 or

1-800-544-0739

Connector: (206) 255-7159

TAXICABS

From the airport: Cab fare ranges from \$26.00 to \$40.00 depending on traffic and time of day.

From the Hotel: City ordinance dictates a flat rate of \$26.00

Orange Cab: (206) 522-8800

Yellow Cab: (206) 622-6500

Red Top (for vans) (206) 789-4949

INTERNATIONAL TRANSPORT

Provides 24 hour towncar and limousine service. Towncars are booked through the Bell Desk. The fare is \$30.00 plus gratuity from the airport to the Hotel. Towncars accommodate up to 4 people.

BLACKSTONE LIMO

Charge is \$75.00 for up to 4 people and \$85.00 for up to 6 people to and from the airport. Arrangements made through the Bell Desk 24 hours in advance.

(206) 632-5800

toll free: 1-877-99limos

SHUTTLE EXPRESS

Reservations required at least 24 hours in advance

1 – 2 people \$21.25

4 people \$28.25

(425) 971-7000

1-800-487-7433

TERRENE TOURS

\$14.00 roundtrip or \$10.00 one way

Reservations must be made at least 30 minutes in advance.

(206) 325-5569

Hotel Headquarters

Red Lion Hotel on 5th Avenue

Reservations: 800-504-3909

Check-in: 3:00 PM

Check-out: 12:00 PM

Cancellation Policy: 48 hours prior to 6 p.m. day of arrival.

www.redlion.com

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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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Cowboy Publishing Group
Equine Resources International
Intervet, Inc.
Platinum Performance, Inc.
Ryerson Farm For Aged Equines
Western Horseman**

Sponsor Lottery

AHP has created a fun way to make sure members don't miss any of the sponsored events. Each Sponsor will be at their function to stamp your card. Attendees collect stamps on their Sponsor Card. On Saturday night, you will receive one raffle ticket for every stamp on your card. Miss one function, and you lose the opportunity to improve your chances to win special prizes to be raffled during the Awards Banquet. And you must be present to win.

One card per attendee.