



June 25-27, 2009
New Orleans Marriott at the Convention Center
New Orleans, Louisiana

Guest Speakers



Dan Ambrose

Daniel M. Ambrose is the Managing Director of ambro.com corp., launched in 1994. ambro.com provides sophisticated strategy consulting and

Advertising Sales Training to advertising-driven media clients in the U.S. and abroad.

Dan presents the first-ever AHP pre-seminar workshop targeted for AHP members. The **Internet Sales Workshop** is held on Thursday, June 25, 2009, from 8:00 a.m. to 12:00 p.m. and will cost AHP members only \$99 to attend.

Attend this workshop for immediate return on your investment, as you will be able to quickly make a sale to an advertiser.

On Friday, June 26, Dan opens the seminar schedule with a morning session on **The Successful Internet Business Model**. This presentation gives you the perspective and the understanding – especially for editors and non-techies – to clearly see how your Internet strategy can support your magazine, serve your advertisers, and become a profitable revenue stream.

For more information about Dan Ambrose, visit www.ambro.com or go to: www.americanhorsepubs.org/programs/seminars/files/2009/guest_speakers.asp

Don Nicholas

Don Nicholas is Managing Director for Mequoda Group and the firm's lead media strategy consultant. He is a popular media consultant, author, editor, motivational speaker and media entrepreneur and a leading expert on Internet media strategy.



Thousands of marketing and media industry professionals have attended his programs including his most popular seminar and workshop—**Making Money Online**. Don also leads the bi-annual two-day Mequoda Summit which explores current best practices for media strategy, Internet marketing and website design.

Don will present **"Making Money Online,"** a six-part series for publishers, editors, business owners and freelancers who want to market their publication, product or content to the online world. Don't miss your chance to learn the key concepts and strategies for capturing more readership online and ultimately profiting from the Web. As a freelance writer, knowing how to write for SEO can put you high on an editor's list of freelancers.

For more information about Mequoda, go to www.mequoda.com. For a description of the "Making Money Online" sessions and a full biography on Don Nicholas, go to http://www.americanhorsepubs.org/programs/seminars/files/2009/guest_speakers.asp

Special Events

Internet Sales Workshop

Guest Speaker: Dan Ambrose
Thursday, June 25, 2009
8:00 a.m.—12:00 p.m.
Location: Blaine Kern B
Cost: \$99 for AHP members

LUNCH ON YOUR OWN

Options for lunch include:

- Wolfe's in the Warehouse Restaurant at the Marriott
- Riverwalk MarketPlace offers several restaurants and a food court
- Limited food service available for purchase onboard the Riverboat.

Riverboat Cruise to Mardi

Gras World

Thursday, June 25, 2009
Duration: 3 Hours
Boarding: 1:30 pm / **Dock:** 4:30 pm
Cost: Adult: \$32
Senior: \$27 (65 and older)
Directions: Dock is located at the base of Poydras Street behind the Riverwalk Market Place and Hilton Hotel. From the Marriott Convention Center on Convention Center Blvd, the dock is within walking distance about three blocks away towards Canal Street then take a right one block to the river. For those who choose not to walk, taxi service runs an estimated \$7 from hotel to dock.

Welcome Reception

Thursday, June 25, 2009
5:00 p.m. - 7:00 p.m.
Location: Blaine Kern Foyer
Hosted by AHP
Join us for beer, wine and light snacks

New Orleans Ghost Tour

Thursday, June 25, 2009
7:30 p.m. - 10:00 p.m. / Cost: \$20
Tour Departs: 8:00 p.m. (Please arrive 30 minutes prior to tour departure time)
This is a leisurely **walking** tour. There are no stairs to climb and there will be a rest stop during the tour.
Directions from the hotel: (distance 1.37 miles; approx. 15-20 minutes)
From the Marriott on Convention Center Blvd., walk to Canal Street. Take a right onto Chartres Street. Walk about 6 blocks into the French Quarter. At St. Peter Street, turn left. Rev. Zombie's Voodoo Shop is about ½ block.
If you prefer not to walk, arrange for a taxi to take you there.

Equine Industry Vision Award Breakfast

Friday, June 26, 2009

8:00 a.m.—9:30 a.m.

The 2009 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.

Networking Luncheon

Friday, June 26, 2009

12:00 p.m.—1:30 p.m.

Members gather for a luncheon sponsored by Merial to discuss key topics of interest in equine publishing. Table discussion topics are moderated by AHP Board members and include:

- Social Media
- Trends in the Horse Publishing Industry
- Landing Freelance Assignments
- Spicing Up News Writing
- Integrated Media Sales
- Integrated Print and Web Content
- Circulation Print and Digital
- Future of Book Publishing
- Free-For-All



AHP Student Award Party

Friday, June 26, 2009

5:00 p.m.—7:00 p.m.

Grab your beads, masks and boas

The Student Award Party is a celebration, and being in New Orleans, that means Mardi Gras. Join fellow AHP members at Carnival du Cheval to celebrate the announcement of the 2009 Student Award Winner and the spirit of New Orleans.

This year, the attire is as simple as a pair of beads to as elaborate as a masquerade costume. If you don't have time to purchase a mask or boa, then come to the Mardi Gras table in the Resource Center on Friday where you can purchase beads, masks or a boa. Plus, you will be helping out the student program as all proceeds from sales will go to the Student Fund.

(Continued on page 3)

Schedule of Events

Wednesday, June 24, 2009 ~ Board of Directors Meeting

3:00 p.m. – 6:00 p.m.

Board of Directors Meeting

Tchoupitoulas

7:00 p.m.

Board of Directors Dinner

Sponsored by Equine Resources International, Inc.

Thursday, June 25, 2009 ~ AHP Seminar Workshop and Tours

7:00 a.m. – 9:00 a.m.

Early Registration

Fleur De Lis Foyer

Coffee available

8:00 a.m. – 12:00 p.m.

Internet Sales Workshop (member fee \$99)

Blaine Kern B

Guest Speaker: Dan Ambrose, ambro.com

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

Riverboat Cruise to Mardi Gras World (optional activity - fee)

Canal Street Dock

5:00 p.m. – 7:00 p.m.

Welcome Reception

Blaine Kern Foyer

Hosted by American Horse Publications

7:30 p.m. – 10:30 p.m.

New Orleans Ghost Walking Tour (optional activity – fee)

Rev. Zombie's Voodoo Shop

Friday, June 26, 2009 ~ AHP Free Rein in The Big Easy Seminar

7:30 a.m. – 9:30 a.m.

Registration

Fleur De Lis Foyer

8:00 a.m. – 9:30 a.m.

Equine Industry Vision Award Breakfast

Blaine Kern EF

Sponsored by Pfizer Animal Health

9:30 a.m. – 12:00 p.m.

The Successful Internet Business Model

Blaine Kern AB

Guest Speaker: Dan Ambrose, ambro.com

9:30 a.m. – 10:30 a.m.

Backpack Journalism

Julia

Moderator: Chad Mendell, *The Horse*

Panelists: Jennifer Bryant and Diana De Rosa, Affiliate Members

This session covers how a photographer can learn short-form writing and a writer can take digital images for an article and why photographers are also becoming videographers.

9:30 a.m. – 4:30 p.m.

AHP Resource Center and Lounge

Blaine Kern C

Sponsored by Farnam Horse Products

10:30 a.m. – 11:00 a.m.

Mid-Morning Coffee Break

Blaine Kern C

10:30 a.m. – 6:00 p.m.

AHP Student Fund Silent Auction

Blaine Kern D

11:00 a.m. – 12:00 p.m.

Freelancer/Editor Speed-Dating

Julia

Editor Participants: Kim Brown, *The Horse: Your Guide to Equine Health Care*; Erin Ryder, *TheHorse.com*; Brian Sosby, *Equestrian Magazine*; and Cathy Laws, *Equine Network*

Freelancers get time to make a pitch or ask questions of editors.

Allotted time for a "date" depends on the number of freelancers attending. Freelancers are encouraged to bring business cards, CDs of work, resumes, or whatever they want to leave with their editor "date" to remember them by.

12:00 p.m. – 1:30 p.m.

Networking Luncheon

Blaine Kern EF

Sponsored by Merial

1:30 p.m. – 3:00 p.m.

Making Money Online: Online Market Analysis

Blaine Kern AB

Guest Speaker: Don Nicholas, Mequoda Group

1:30 p.m. – 3:00 p.m.

Freelancer Workshop: "Green" Freelancing: Why You Need to Reuse, Recycle, and Repurpose Your Material in Today's Changing Publishing Climate

Moderators: Jennifer Bryant, Affiliate Member, and Erin Ryder, *TheHorse.com*

Content is king – more so than ever –but in forms that old-school journalists never dreamed of. Savvy freelancers must find ways to adapt to the changing and proliferating methods of publishing and communication. In our session, we'll discuss how writers and photographers can turn the online world to their advantage. We'll also address contracts and rights, and the importance of negotiating to retain the rights you need to be able to reuse your material.

3:00 p.m. – 3:30 p.m.

Mid-Afternoon Coffee Break

Blaine Kern C

Sponsored by Platinum Performance

- 3:30 p.m. – 4:30 p.m.**
Blaine Kern AB
3:30 p.m. – 4:30 p.m.
Julia
5:00 p.m. – 7:00 p.m.
Blaine Kern EF
7:00 p.m. to whenever
- Making Money Online: Search Engine Optimization**
Guest Speaker: Don Nicholas, Mequoda Group
Digital Editions and Online Opportunities for Print Publishers
Panelists: Dick Ryan, Publishers Press; Dan Grubb, Quebecor World; and John Miller, Branch Smith Printing
Carnival du Cheval Student Award Party
Sponsored by Pfizer Animal Health
Reception sponsored by AQHA Publications and SUCCEED®
Explore New Orleans on your own

Saturday, June 27, 2009 ~ AHP Free Rein in The Big Easy Seminar

- 7:30 a.m. – 9:00 a.m.**
Fleur De Lis Foyer
8:00 a.m. – 9:00 a.m.
Blaine Kern EF
9:00 a.m. – 4:30 p.m.
Blaine Kern C
9:00 a.m. – 10:30 a.m.
Blaine Kern AB
9:00 a.m. – 10:30 a.m.
Julia
10:30 a.m. – 11:00 a.m.
Blaine Kern C
10:30 a.m. – 6:00 p.m.
Blaine Kern D
11:00 a.m. – 12:00 p.m.
Blaine Kern AB
11:00 a.m. – 12:00 p.m.
Julia
12:00 p.m. – 1:30 p.m.
Blaine Kern EF
1:30 p.m. – 2:00 p.m.
Blaine Kern EF
2:00 p.m. – 3:00 p.m.
Blaine Kern AB
2:00 p.m. – 3:00 p.m.
Julia
3:00 p.m. – 3:30 p.m.
Blaine Kern C
3:30 p.m. – 4:30 p.m.
Blaine Kern AB
3:30 p.m. – 4:30 p.m.
Julia
6:00 p.m. – 7:00 p.m.
Blaine Kern EF
6:30 p.m. – 10:00 p.m.
Blaine Kern EF
- Registration**
Breakfast
Sponsored by Adequan
AHP Resource Center and Lounge
Sponsored by Farnam Horse Products
Making Money Online: Website Architecture and Design
Guest Speaker: Don Nicholas, Mequoda Group
Writing for the Web: What Equine Publishers Need from Freelancers
Moderators: Kim Brown and Christy West, TheHorse.com
Tools you can use to make sure your online writing is being found by search engines, which will endear you to editors and publishers.
Mid-Morning Coffee Break
Awards Finalists Display
Making Money Online: Online Content Management
Guest Speaker: Don Nicholas, Mequoda Group
Using Social Media to Increase Your Readership
Moderator: Cathy Laws, Equine Network; Panelists: Nicole Kraft, *Hoof Beats*; and Fran Jurga, Hoofcare Publishing
Learn how to maximize your outreach through videos, live blogging, Internet radio, Twitter, Facebook, etc., and how to prioritize your resources since these forms of social medias can be overwhelming.
Special Awards Luncheon
Sponsored by Publishers Press
General Membership Meeting and Election of Board of Directors
Making Money Online: Email Newsletter Marketing
Guest Speaker: Don Nicholas, Mequoda Group
The Future of Niche Publishing: Flourishing in a Tough Economy for Small Publishers
Moderator: Cheryl Erpelding, Riding's Publications
Panelists: Karen Pickering, *The Northwest Horse Source*; Lauren Baker, *Flying Changes Magazine*; Dean Jacobson, *Virginia Horse Journal*; and Karen Tappenden, *Holistic Horse*
Mid-Afternoon Coffee Break
Sponsored by Intervet / Schering-Plough Animal Health
Making Money Online: Business Plan Development
Guest Speaker: Don Nicholas, Mequoda Group
The Future of Niche Publishing: Developing Your Niche
Moderator: Jeremy Law, 360° Marketing Solutions
Panelists: Lua Oas Southard, Equine Resources International; Marla Bickel, Blood-Horse Publications; and Maureen Gallatin, Inspired By Horses
Awards Reception
Co-sponsored by Dover Saddlery and American Horse Publications
Awards Banquet and Presentations
Sponsored by Quebecor World and Branch Smith Printing

Seminar Contact: Chris Brune

49 Spinnaker Circle, South Daytona, FL 32119
Phone (386) 760-7743 / Fax: (386) 760-7728
Cell: (386) 290-3253 from 6/22 - 6/29

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

Meet our special guest, Molly the Pony, who has become a symbol for New Orleans itself. Molly was an equine refugee when Katrina hit southern Louisiana. Abandoned, rescued and then



attacked by a pit bull terrier, the gray-speckled "POA" pony almost died from a badly infected front leg. But Molly survived and her story is one of hope and the "good" that exists in the horse community.

The Student Award Party is sponsored by Pfizer Animal Health with a reception co-sponsored by AQHA publications, *America's Horse*, *The American Quarter Horse Journal* and *The American Quarter Horse Racing Journal* and SUCCEED®.

A free seminar registration to the 2010 AHP Seminar in Lexington, Kentucky, will be raffled at this event.

Come bid on a wide variety of equine-related items at the Student Fund Silent Auction starting at 10:30 a.m. and help support current and future student programs

Special Awards Luncheon

Saturday, June 27, 2009

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 27, 2009

6:00 p.m. — 10:00 p.m.

A one-hour reception is co-sponsored by Dover Saddlery and AHP and the Awards Banquet is co-sponsored by Branch Smith Printing and Quebecor World. Breyer Animal Creations provide the popular Breyer model centerpieces. The highlight of the evening is the announcement of the winners in the 2009 AHP Awards Contest and the 2009 Merial Human-Animal Bond Winner.

Resource Center

The Free Rein in The Big Easy 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.

Shipping Instructions:

PLEASE SHIP PACKAGES, **not to arrive earlier than Monday, June 22, 2009**, to:

Attn: Paige Mazzei, Event Manager
American Horse Publications, Chris Brune
New Orleans Marriott at the Convention Ctr.
859 Convention Center Blvd.
New Orleans, LA 70130
Phone: 504-613-2887

Don't Forget to Pack

- Camera
- Beads, boa and mask
- Business cards
- Media kits
- Copies of your publication or promotion pieces (or ship to hotel)

Leave extra room in your suitcase for sponsor giveaway items, purchases, promotional material and publications you will be bringing home.

Attire

- **Seminar: Casual Comfort**
- **Awards Banquet: Casual Cocktail**
- **AHP Student Party: Casual, with or without beads, boas or masks.**

Airport Shuttle Service

The New Orleans Airport Shuttle offers airport transportation from the Louis Armstrong New Orleans International Airport to the New Orleans Marriott at the Convention Center. The link below provides AHP members with a \$2 discount off roundtrip transportation of \$30 for online reservations booked no later than 1 p.m. the day prior to your departure day.

[2009 AHP Seminar Discounted Airport Transportation with Airport Shuttle](#)

Phone reservations: 866-596-2699

2009 Seminar 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 in New Orleans.

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Platinum Performance, Inc.**

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AHP Seminar Blog

www.ahpfreereinseminar.blogspot.com

On Twitter

www.twitter.com/ahpfreerein

AHP Website

www.americanhorsepubs.org/programs/seminars/index.asp

Riverwalk MarketPlace is filled with shopping, dining and entertainment under one roof. The center is constructed on the site of the 1984 World's Fair along the Mississippi River, within walking distance of the hotel. For a list of stores, restaurants and entertainment, visit.

www.riverwalkmarketplace.com