



June 20-22, 2002
Park City Marriott, Park City, Utah

Guest Speakers

DANITA ALLEN is the Meredith Chair for Service Journalism at the University of Missouri School of Journalism. She teaches magazine editing, publishing and writing classes and also gives seminars at various magazine conferences. She is a partner in a 1999 launch, the bimonthly state magazine, *Missouri Life*. Before she began teaching, she spent 15 years with Meredith Corporation, the publisher of *Better Homes & Gardens*, *Ladies Home Journal*, *Midwest Living*, *Country Home*, *Traditional Home*, *Wood*, *Successful Farming*, and several other magazines. She was the founding editor of *Country America* while there. Danita and her husband are trail riders who raise and ride foxtrotters.

Danita will present two sessions, beginning on Friday afternoon when she will give a general session titled, "*10 Strategies To Increase Readership*" from 1:00 to 3:30 p.m. On Saturday morning, she will present a breakout session on "*Step-by-Step Strategic Planning For Editors*" from 9:00 a.m. to 12:00 p.m.

JACK SEMLER is the president of READEX, Inc., Stillwater, Minnesota. READEX, Inc. has been studying advertising through ad reader-

ship studies since 1947 and is one of the business-to-business publishing industry's most relied upon informational resources.

Jack's first session on "*Eight Critical Points In Creating More Effective Horse Publication Advertising*" will be held on Friday morning from 10:30 a.m. to 12:00 p.m. He will also present a second session on Friday afternoon from 3:45 to 4:30 p.m. titled "*Answers To Every Question You Ever Wanted To Ask (But Didn't Know Who To Ask) About Producing Surveys.*"

GEORGE MC CAUL is Director of Creative Services at Que-Net Media in Los Angeles, a member of the Quebecor World Group. He has been an independent publishing industry consultant for Apple and Kodak, a Creative Director at a Fortune 500 company, and currently directs the creative group at Que-Net Media, whose Los Angeles customer base is primarily publications. He has consulted with many publishing customers on people, process and technology.

George will present a session titled, "*Digital for Dummies: Making Technology Work For You*" on Saturday from 9:00 to 10:30 a.m.

Special Events

Welcome Reception **Thursday, June 20, 2002**

7:00 p.m.—9:00 p.m.

AHP members are invited to the Presidential Suite at the Park City Marriott for a reception sponsored by Brown Printing Company and hosted by Morgan Lightfoot of J & K Graphic Technologies. 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 21, 2002**

8:00 a.m.—9:30 a.m.

The inaugural 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.

Student Award Auction **and Dinner**

Friday, June 21, 2002

6:00 p.m.—9:00 p.m.

Join AHP members for a memorable evening when AHP "Lights the Fire Within" with a special presentation plus raffle and silent auction to benefit the AHP Student Award Fund. Special guest is the 2002 Student Award Winner, Caraneen Smith. The evening starts out with the Student Award Reception sponsored by the American Quarter Horse Association and is followed by a Dinner Buffet hosted by Dan Kramer and sponsored by Pfizer Animal Health. Show your spirit and support a worthy cause.

Awards Reception and **Banquet**

Saturday, June 22, 2002

5:00 p.m.—9:00 p.m.

It's time to "Catch the Spirit" and excitement of awards night. Show your spirit by wearing red, white and blue. Ariat International and Dover

Saddlery will co-sponsor the reception followed by the Awards Banquet sponsored by Quebecor World TPC Group. The highlight of the evening is the presentation of the winners in the 2002 AHP Awards Competition.

Things to Do

Utah Olympic Park

The 389-acre park is located only a few minutes drive from the Park City Marriott and was the site of the 2002 Olympic Winter Games' bobsleigh, luge, skeleton and Nordic skiing competitions. Park admission includes a video about the highlights of each of the sports that athletes train in at the Park. The Joe Quinney Winter Sports Center/Alf Engen Ski Museum offers two different components; a detailed history of skiing as well as the events leading up to Salt Lake's Olympic bid and highlights from the 17 days of the games. A Park shuttle transports guests to the bobsleigh, skeleton, luge track, Nordic Jumps and Freestyle Training pool, where spectators can see up close where the 2002 Olympic Athletes were awarded a total of 60 medals. The Park also has a small souvenir shop and deli for quick snacks.

Park hours are 9 a.m.-5 p.m. daily

Admission: \$7 ages 18-64

\$5 ages 13-17 and seniors

\$3 ages 3-12

For information (435) 647-9650

Historic Main Street

Getting around is a breeze with free public transportation, and strolling along Historic Main Street is a Park City tradition. You will find a wide variety of shops, restaurants and nightlife. Bus schedules are available at the Marriott.

Sundance

Sundance, located 45 minutes from Park City, is a year-round mountain community on 6,000 pristine acres at the base of 12,000 ft. Mount Timpanogos in the north fork of Provo Canyon. In 1969, Robert Redford envisioned the careful growth of a community that would foster the alliance of arts and recreation while preserving the integrity of the land.

Sundance Resort offers a variety of outdoor activities including hiking, mountain biking, and fishing. Several restaurants, an artisan center and general store are located in Sundance Village.

For information, contact Susan Milne at the Concierge Desk at (801) 225-4107 ext. 6000

Schedule of Events

Thursday, June 20, 2002

8:00 a.m. - 12:00 p.m.
Boardroom

Board of Directors Breakfast and Meeting
Sponsored by Ryerss Farm for Aged Equines

12:30 p.m. - 6:00 p.m.

Homestead Ranch Trail Ride—SOLD OUT
(Must be pre-registered for trail rides)
Bus departs Marriott for First Ride
Cars depart Marriott for Second Ride

12:30 p.m.
2:45 p.m.

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

Welcome Reception
Hosted by Morgan Lightfoot
Sponsored by Brown Printing Company

Friday, June 21, 2002

8:00 - 9:30 a.m.
Grand Ballroom 1 & 2

Equine Industry Vision Award Breakfast
Sponsored by Pfizer Animal Health

9:30 - 10:15 a.m.
Grand Ballroom 3 & 4

45 Super Ideas In 45 Minutes
Moderated by Frank Lessiter
Panelists: Tom Winsor, Connie Lechleitner, Dean Hoffman and Jenny Meyer

10:15 - 10:30 a.m.
Grand Ballroom Foyer

Mid-Morning Break
Sponsored by Branch Smith Printing

10:30 a.m. - 12:00 p.m.
Grand Ballroom 3 & 4

Eight Critical Points In Creating More Effective Horse Publication Advertising
Keynote Speaker: Jack Semler, READEX, Inc.

12:00 - 1:00 p.m.
Grand Ballroom 1 & 2

Luncheon
Sponsored by Merial Limited

1:00 - 3:30 p.m.
Grand Ballroom 3 & 4

10 Strategies To Increase Readership
Keynote Speaker: Danita Allen

3:30 - 3:45 p.m.
Grand Ballroom Foyer

Mid-Afternoon Break
Sponsored by University of Kentucky Equine Research Foundation

3:45 - 4:30 p.m.
Grand Ballroom 3 & 4

Answers To Every Question You Ever Wanted To Ask (But Didn't Know Who To Ask) About Producing Surveys
Keynote Speaker: Jack Semler, READEX, Inc.

4:30 - 5:00 p.m.
Boardroom

Mentoring Workshop For Students And Mentors
Moderated by Connie Lechleitner

6:00 - 9:00 p.m.
Grand Ballroom 2, 3 & 4

"Light The Fire Within" Student Award Reception
Sponsored by American Quarter Horse Association
Silent Auction and Raffle
Student Award Dinner
Sponsored by Pfizer Animal Health

Saturday, June 22, 2002

- 8:00 - 9:00 a.m.**
Grand Ballroom 1 & 2
Breakfast
Sponsored by Fancy Publications
- 9:00 a.m. - 12:00 p.m.**
Grand Ballroom 3
Step-By-Step Strategic Planning For Editors
Keynote Speaker: Danita Allen
- 9:00 a.m. - 10:30 a.m.**
Grand Ballroom 4
Digital for Dummies: Making Technology Work For You
*Guest Speaker: George McCaul
Creative Services Director, Que-Net Media*
- 10:30 a.m. - 10:45 a.m.**
Grand Ballroom Foyer
Mid-Morning Break
Sponsored by HorseCity.com
- 10:45 a.m. - 12:00 p.m.**
Grand Ballroom 4
Advertising Roundtable: The Inner Workings Of The Advertiser's Mind
*Moderated by Pat Trowbridge
Panelists: Lua Oas Southard and Sue Brown*
- 12:00 - 1:00 p.m.**
Grand Ballroom 1 & 2
Luncheon
Sponsored by Publishers Press
- 1:00 - 1:30 p.m.**
Grand Ballroom 1 & 2
General Membership Meeting
- 1:30 - 4:00 p.m.**
Grand Ballroom 3
The Brave New World Of Internet Publishing
Moderated by Stacy V. Bearse
- 1:30 - 4:00 p.m.**
Grill Room
**Freelancer/Publisher Workshop
Narrowing The Focus: Biting Off What You Can Chew In 2,000 Words**
Moderated by Jennifer Bryant and Audrey Pavia
- 1:30 - 4:30 p.m.**
Uinta 1 & 2
Small, But Mighty, Publishers Workshop
Moderated by Warren Wilson
- 2:45 - 3:00 p.m.**
Grand Ballroom Foyer
Mid-Afternoon Break
Sponsored by Intervet, Inc.
- 5:00 - 6:00 p.m.**
Grand Ballroom 4
Awards Reception
Sponsored by Ariat International and Dover Saddlery
- 6:00 - 9:00 p.m.**
Grand Ballroom 1, 2 & 3
Awards Banquet
Sponsored by Quebecor World TPC Group

Sunday, June 23, 2002

- 9:00 a.m. - 3:00 p.m.**
9:00 a.m.
9:00 a.m.—2:30 p.m.
Sundance Ranch Trail Ride –SOLD OUT
Cars depart Marriott
Sundance Brunch at Foundry Grill (\$23.95)
(Reservations required)
AHP Brunch Reservation
Contact Chris at 386-760-7743 to confirm.
To book an earlier reservation for your party, call (801) 223-4220.

Things to Know

Airport Transportation

A group account has been arranged with All Resort Express which offers shared van shuttle service from the baggage claim area at the Salt Lake City Airport to the Park City Marriott. Group rates are \$27 each way, \$54 roundtrip. Be sure to mention you are with the American Horse Publications (AHP) to make sure you receive the group rate.

Arrival Instructions: Upon arriving at the Salt Lake City International Airport, go directly to the Baggage Claim area where the ground transportation counter is located. Proceed to the ALL RESORT EXPRESS counter where their staff will instruct you where to meet your driver after you have secured all of your luggage.

Missed Flights: In the event of weather delays or missed or cancelled flights and connections, please call (800) 457-9457 so that they may reschedule.

Departure Instructions: Plan to depart for the airport at least 2 hours prior to your flight at the top of the hour. Please have all luggage curbside 10 minutes prior to your scheduled shuttle time,

Cancellation Policy: Cancellations must be made 24 hours in advance of scheduled pick-up. Cancellations received within 24 hours are nonrefundable.

**For information and reservations:
All Resort Express (800) 457-9457**

Shipping Instructions

If you plan to ship auction items, promotional literature or magazines to the hotel, you must mark your packages with the following:

**Ship to arrive no earlier than
MONDAY, JUNE 17, 2002**

Address package as follows :

American Horse Publications
June 19-22
ATTN: Christine Brune or (your name)
Guest arriving 6/17 (your arrival date)
and/or Todd Hageman, Event Manager
Park City Marriott
1895 Sidewinder Dr.
Park City, UT 84060
Phone: (435) 615-4567

Include return address and mark number of boxes:

Ex: Box 1 of 1, Box 1 of 2, etc.

AHP "Catch the Spirit" Sponsor Lottery

This year, AHP has created a fun way to make sure members don't miss any of the sponsored events. Each Sponsor will be given a different sticker to distribute at their function. Attendees collect these stickers to place on their "Catch the Spirit" Sponsor Card.

Sponsor cards are available at the welcome reception and during registration. On Saturday night, you will receive one raffle ticket for every sticker on your card. Miss one function, and you will lose the opportunity to improve your chances to win a special Grand Prize to be raffled during the Awards Banquet. And you must be present to win. So be sure to thank our sponsors and start collecting those stickers.

Park City Marriott

Phone: (435) 649-2900

Hotel Reservations: (800) 234-9003

Reservations require one night advance payment that will be refundable if cancelled at least 24 hours prior to arrival date. No penalty for early departure.

Park City Visitors Bureau

(800) 453-1360

(435) 649-6100

Weather

Average Temps for June
High 70s, Low 40s

Attire

Seminar: Casual Comfort
Awards Banquet: Casual Cocktail
Red, White and Blue optional

Don't Forget!

Sunblock and visors or hats
Jacket or sweater
Drink lots of water
Camera

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
E-mail: AHorsePubs@cfl.rr.com
www.americanhorsepubs.org

Seminar Sponsors

Platinum Medal Sponsors

Brown Printing Company

Welcome Reception

Pfizer Animal Health

Student Award Dinner

Equine Industry Vision Award Breakfast

Quebecor World TPC Group

Awards Banquet

Gold Medal Sponsors

American Quarter Horse Association

Student Award Reception and Internship Handbook

Merial Limited

Friday Luncheon

Merial Human-Animal Bond Award

Publishers Press, Inc.

Saturday Luncheon

Silver Medal Sponsors

Fancy Publications

Saturday Breakfast

Bronze Elite Medal Sponsors

Ariat International, Inc.

Co-sponsor Awards Reception

Dover Saddlery

Co-sponsor Awards Reception

Life Data Labs

Awards Program Booklet

Bronze Medal Sponsors

Branch Smith Printing

Friday Mid-Morning Coffee Break

Cowboy Publishing Group

Seminar Banners

Equine Resources International

Seminar Souvenir Mugs

Intervet, Inc.

Saturday Mid-Afternoon Coffee Break

HorseCity.com

Saturday Mid-Morning Coffee Break

Ryerss Farm For Aged Equines

Board Meeting Breakfast

UK Equine Research Foundation

Friday Mid-Afternoon Coffee Break