



JUNE 18-20, 2015 THE MENGER HOTEL SAN ANTONIO TEXAS



GUEST SPEAKERS

PATTI COLBERT

A "hands-on" promoter for the horse industry, Colbert is currently focusing her marketing efforts on "Time to Ride," an initiative of the American Horse Council's marketing alliance. Colbert will discuss how members can engage new horse enthusiasts beyond traditional media to grow their audiences and the horse industry in **Engaging the Equine Experience.** [Friday afternoon]



DARRELL DODDS

During his nearly 40-year career, Dodds published or edited five equine magazines including Western Horseman, Western Lifestyle Retailer, Horse & Rider, Paint Horse Journal and Appaloosa Journal. He retired from publishing but remains active with his commercial and editorial photography business. When it seems that everyone is becoming a professional photographer, media professionals must produce superior work consistently if they are going to attract an enthusiastic audience for their publication, website or blog. Creativity thrives on diversity, tension, sharing and collaboration. In his session, **Better Together: Photographic Collaboration and the Creative Process**, Dodds shows how two or more creative people can leverage these benefits if they can learn to play well together. [Saturday morning]



JAKOB FENGER

Uppermost in many AHP attendees' minds is digital publishing and making it profitable. Fenger, Product Manager for both the Digital Studio® and FlipandShare™, products with Mirabel Technologies, presents **Steps to Profitable Digital Editions**, a session



for anyone who wants to start producing digital editions or wants to make their existing digital editions more profitable. [Saturday morning]

JOAN HENDERSON

Henderson, publisher of Texas Highways magazine and director for TxDOT's Travel Publication section, delivers the Keynote Address at Thursday evening's welcome reception.



Henderson came to Texas Highways in 2014 from Oklahoma Today magazine, where she served as publisher for nearly 20 years. In **True Texas**

Engagement, she explains how Texas Highways magazine is developing their audience during these times of rapid changes in publishing and technology. [Thursday evening]

ERIN RYDER HSU

Combining experience in equine editorial and marketing, Hsu, Digital Marketing Manager for Kentucky Equine Research, makes the ever-changing (and sometimes overwhelming!) world of digital marketing fun and easy to understand, with a focus on achievable implementation for publishers of any size and tech ability. Hsu teams up with Chad



Mendell to present **Digital Tools to Engage Your Audience.** [Saturday afternoon]

SPECIAL EVENTS

WELCOME RECEPTION

**Thursday, June 18
5:00 p.m. to 7:00 p.m.**

Join fellow members for a reception to welcome AHP to San Antonio. The Welcome Reception is sponsored by exhibitors, **Democrat Printing and Lithographing, Humane Society of the United States, Lane Press, MediaRadar, SmartPak, and Thoroughbred Charities of America.**

Unwind with a drink and light snacks while you mingle with members and visit the exhibits before the Keynote Address sponsored by **MediaRadar.** The evening allows time for dinner on the town or an opportunity to rest up for the next two busy days of sessions and events.

EQUINE INDUSTRY VISION AWARD BREAKFAST

**Friday, June 19
8:00 a.m. to 9:30 a.m.**

The winner of the prestigious 2015 Equine Industry Vision Award, sponsored by **Zoetis** and presented by American Horse Publications, is announced.

FIESTA DE AMIGOS AHP STUDENT PARTY

**Friday, June 19
5:30 p.m. to 7:00 p.m.**

Hey, AHP amigos. Time for fiesta to celebrate our students. Come show your Tex-Mex-side and enjoy a Mexican buffet and



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drinks sponsored by our amigos at AQHA Publications, Barrel Horse News, Chrome, Equine Journal, Paint Horse Journal, Quarter Horse News, SUCCEED, The Horse Media Group, and Western Horseman. Purchase a \$10 ticket for the AHP signature drink, **Fiesta de Amigos Margarita** and keep the cool glow glass. All proceeds go to the AHP Student Fund.

Three talented Travel Award winners, **Victoria "Dixie" Crowe, Bridget Grobosky, and Taylor Renner**, will be eagerly anticipating the announcement of the 2015 Student Award Winner. **AIM Equine Network** sponsors the Student Award cash awards and **Publishers Press** provides an all-expense paid trip to the winner to one of their Two-Day Customer Education Seminars in Louisville, Kentucky.

And what's a fiesta without a marketplace? Come bid on a variety of items in the silent auction and buy raffle tickets for a free seminar registration to the 2016 AHP Seminar in Orlando.

SPECIAL AWARDS LUNCHEON

**Saturday, June 20
12:00 p.m. to 1:30 p.m.**

Following a luncheon sponsored by **Straight Arrow Products**, AHP will announce the recipients of the 2015 AHP Chris Brune Spirit Award and the 2015 AHP Champion Award. The annual General Membership Meeting and election of the Board of Directors follows from 1:30 to 2:00 p.m.

ANNUAL AWARDS BANQUET & PRESENTATIONS

**Saturday, June 20
5:30 p.m. to 9:30 p.m.**

It's AHP's big night. The highlight is the announcement of the winners in the 2015 AHP Awards Contest, the 2015 Valiant Human-Animal Bond Award and the 2015 Alltech A+ Equine-related Journalism Award. **Zoetis** sponsors the Awards Banquet. A one-hour cocktail reception is co-sponsored by **Dover Saddlery** and **i-5 Publishing**, publishers of *Horse Illustrated*, *Young Rider* and *HorseChannel.com*. **Breyer Animal Creations** provides the 65th Anniversary Edition of *Glitterati* which one lucky attendee will win at each table.

SCHEDULE OF EVENTS

Wednesday, June 17, 2015

5:00 p.m. - 7:00 p.m.	Early Registration and Rally at the Menger Bar
Grant Room	
8:15 p.m. - 10:00 p.m.	Sisters Grimm Ghost Walk (optional activity)
Meet in front of the Alamo	<i>Reservations required - AHP Member Cost: \$12 per person</i>

Thursday, June 18, 2015

8:30 a.m. - 2:00 p.m.	Early Registration
Grant Room	
10:15 a.m. - 11:30 a.m.	Alamo Battlefield Guided Tour (optional activity)
Meet in front of the Alamo	<i>Reservations required - AHP Member Cost: \$12 per person</i>
	Lunch on Your Own - Explore San Antonio's River Walk
1:45 p.m. - 3:00 p.m.	Rio San Antonio River Cruise (optional activity)
Meet Menger Lobby at 1:30 p.m.	<i>Reservations required - Compliments of AHP</i>
4:00 p.m. - 7:00 p.m.	Seminar Registration
Ballroom Pre-function	
5:00 p.m. - 6:30 p.m.	Welcome Reception
Ballroom BC	<i>Sponsored by Democrat Printing & Lithographing Company, The Humane Society of the United States, Lane Press, MedarRadar, SmartPak, and Thoroughbred Charities of America</i>
6:30 p.m. - 7:00 p.m.	Keynote Address: True Texas Engagement
Ballroom A	<i>Guest Speaker: Joan Henderson, Publisher, Texas Highways Sponsored by MediaRadar</i>

Friday, June 19, 2015

7:30 a.m. - 9:30 a.m.	Registration
Ballroom Pre-function	
8:00 a.m. - 9:30 a.m.	Equine Industry Vision Award Breakfast
Ballroom AB	<i>Sponsored by Zoetis</i>
9:30 a.m. - 4:30 p.m.	AHP Resource Center
Patio Room	<i>Sponsored by Farnam Horse Products</i>
9:30 a.m. - 10:30 a.m.	The State of the Equine Market
Minuet Room	<i>Guest Speaker: Todd Krizelman, CEO of MediaRadar</i>
9:30 a.m. - 10:30 a.m.	Miss Frogbottom Was Wrong - 10 Grammar Errors You Learned in Elementary School
Ballroom C	<i>Presented by Larri Jo Starkey, The American Quarter Horse Journal</i>
9:30 a.m. - 12:00 p.m.	Student Award Interviews - Closed session
Grant Room	
10:30 a.m. - 11:00 a.m.	Mid-Morning Coffee Break
Patio Room	<i>Sponsored by Platinum Performance</i>
10:30 a.m. - 6:15 p.m.	Student Fund Silent Auction
Poolside/Ballroom Pre-function	
11:00 a.m. - 12:00 p.m.	Ad Sales Best Practices For Equine Publications
Minuet Room	<i>Guest Speaker: Todd Krizelman, CEO of MediaRadar</i>
11:00 a.m. - 12:00 p.m.	Everything You Always Wanted to Know About Media Insurance, But Were Afraid to Ask
Ballroom C	<i>Guest Speakers: Lou Scimecca, Pat Groshong, and Bobbi Striegel, AXIS PRO</i>
12:00 p.m. - 1:30 p.m.	Networking Luncheon
Ballroom AB	<i>Sponsored by Merial</i>
1:30 p.m. - 3:00 p.m.	45 Ideas: Business Etiquette 101
Ballroom C	<i>Moderated by Pat Trowbridge, i-5 Publishing Panelists: Doug Hayes, AQHA Publications; Molly O'Brien, W.F. Young; and Jaci Hoffmann, MediaRadar</i>
1:30 p.m. - 3:00 p.m.	Analyzing and Enhancing Your Social Engagement
Minuet Room	<i>Presented by: Chad Mendell, CowDog Media</i>
1:30 p.m. - 3:00 p.m.	Sharing Ideas: Navigating the Freelance World
Grant Room	<i>Moderated by Abigail Boatwright</i>
3:00 p.m. - 3:30 p.m.	Mid-Afternoon Coffee Break
Patio Room	<i>Sponsored by Platinum Performance</i>
3:30 p.m. - 4:30 p.m.	Engaging the Equine Experience
Minuet Room	<i>Guest Speaker: Patti Colbert, PCE Enterprises</i>
3:30 p.m. - 4:30 p.m.	Pitch Perfect
Ballroom C	<i>Moderated by Jennifer Bryant Panelists: Susan Bavaria, Modern Arabian Horse; Erin Hsu, Kentucky Equine Research; and Mollie Bailey, The Chronicle of the Horse</i>

5:30 p.m. - 7:00 p.m.	AHP Student Award Party - FIESTA DE AMIGOS
Ballroom and Pre-function	Sponsored by Morris Media Network Equine Group (Barrel Horse News, Equine Journal, Quarter Horse News, Western Horseman); AQHA Publications; Freedom Health/SUCCEED; Paint Horse Journal/Chrome; and The Horse Media Group Student Award Cash Awards sponsored by AIM Equine Network Student Award Winner Trip hosted by Publisher Press

Saturday, June 20, 2015

7:00 a.m. - 8:00 a.m.	Speed Networking: A fast-paced session for content providers and content buyers.
Tropical Gardens Area Weather Backup: Ballroom C	Moderated by Pat Trowbridge, assisted by Tracy Gantz and Barrie Reightler.
7:30 a.m. - 9:30 a.m.	Registration
Ballroom Foyer	
8:00 a.m. - 9:30 a.m.	Breakfast
Ballroom AB	Co-sponsored by SmartPak Equine and Absorbine
9:30 a.m. - 4:30 p.m.	AHP Resource Center
Patio Room	Sponsored by Farnam Horse Products
9:30 a.m. - 10:30 a.m.	Better Together: Photographic Collaboration and the Creative Process
Minuet Room	Guest Speaker, Darrell Dodds, Photographer and Former Equine Publisher/Editor
9:30 a.m. - 10:30 a.m.	Steps to Profitable Digital Editions
Ballroom C	Guest Speaker: Jakob Fenger, Mirabel Technologies
10:30 a.m. - 11:00 a.m.	Mid-Morning Coffee Break
Patio Room	
11:00 a.m. - 12:00 p.m.	The Power of an Image: Photographs for Marketing in a Digital World
Ballroom C	Presented by Scott Trees, Equestrian Photographer
11:00 a.m. - 12:00 p.m.	Finding Fresh Approaches to Familiar Stories
Minuet Room	Guest Speaker: Kathryn Jones
11:00 a.m. - 12:00 p.m.	Outrageous Promotions for Books, Bloggers and Freelancers
Grant Room	Presented by Cindy Johnson, Cool Titles, and Lisa Wysocky, Author
12:00 p.m. - 6:30 p.m.	Awards Finalists on Display
Poolside/Ballroom Foyer	
12:00 p.m. - 2:00 p.m.	AHP Special Awards Luncheon
Ballroom AB	Sponsored by Straight Arrow Products, Cowboy Magic and Mane n' Tail Presentations of AHP Champion Award and Chris Brune Spirit Award General Membership Meeting and Election of Officers
2:00 p.m. - 4:00 p.m.	Photographic Portfolio Reviews and Critiques
Grant Room	Presented by Scott Trees Reservations required. \$50 per 20 minute session.
2:00 p.m. - 3:00 p.m.	Engaging Ledes, Sources, and Quotes
Minuet Room	Guest Speaker: Kathryn Jones
2:00 p.m. - 3:00 p.m.	Digital Tools to Engage Your Audience
Ballroom C	Presenters: Chad Mendell, CowDog Media; and Erin Ryder Hsu, Kentucky Equine Research
3:00 p.m. - 3:30 p.m.	Mid-Afternoon Coffee Break
Patio Room	
3:30 p.m. - 4:30 p.m.	The Changing Scope of News Reporting and Ethics
Minuet Room	Guest Speakers: Kathryn Jones and Dan Malone
4:00 p.m. - 5:00 p.m.	Careers in Equine Publishing for Students Only
Grant Room)	Moderated by Christine Hamilton, Western Horseman
5:30 p.m. - 6:30 p.m.	Awards Reception and Finalists Display
Ballroom and Foyer	Awards Reception co-sponsored by i-5 Publishing and Dover Saddlery
6:30 p.m. - 9:30 p.m.	Awards Banquet and Presentations
Ballroom and Foyer	Awards Banquet sponsored by Zoetis Awards Centerpieces sponsored by Breyer Animal Creations

Networking OPs

RESOURCE CENTER

The AHP Resource Center is a networking and information center sponsored by **Farnam Horse Products**. Member literature, complimentary Internet access, and sponsored coffee breaks are available in this room on Friday and Saturday.

NETWORKING LUNCHEON

Members gather for a luncheon sponsored by **Merial** to network with fellow AHP members. Seating is random and table numbers distributed at the door.

SPEED-NETWORKING

As a freelance writer, photographer, or student, you can make an appointment with the Content Buyers you wish to meet. Appointments will be four minutes long and timed. Sign up sheets available from 8:00 a.m. to 3:15 p.m. at the registration desk on Friday and during the "Pitch Perfect" session at 3:30 p.m. to 4:30 p.m. Appointments based on availability Saturday morning.

Content Buyers:

- Whitney Allen, USHJA In Stride/USHJA
- Mollie Bailey, The Chronicle of the Horse
- Susan Bavaria, Modern Arabian Horse
- Kim Brown, Stable Management/EquiManagement
- Jennifer Bryant, USDF Connection
- Stephanie Church, The Horse
- Christine Hamilton, Western Horseman
- Jessica Hein, Paint Horse Journal/Chrome
- Erin Hsu, Kentucky Equine Research
- Elizabeth Moyer, Horse Illustrated
- Jennifer Paulson, Horse&Rider

Sharing Sessions

FRIDAY, JUNE 19

Navigating the Freelance World

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

Moderated by *Abigail Boatwright*

45 Ideas: Business Etiquette

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

Moderated by *Pat Trowbridge*

Panelists: Doug Hayes, The American Quarter Horse Journal; Jaci Hoffmann, MediaRadar; Molly O'Brien, W.F. Young.

Pitch Perfect

3:30 p.m. to 4:30 p.m.

Moderated by *Jennifer Bryant*

Panelists: Mollie Bailey, The Chronicle of the Horse; Susan Bavaria, Modern Arabian Horse; and Erin Hsu, Kentucky Equine Research

SATURDAY, JUNE 20

Outrageous Promotions for Books, Bloggers, and Freelancers

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

Moderated by *Cindy Johnson, Cool Titles, and Lisa Wysocky*

Careers in Equine Publishing for Students Only

4:00 p.m.—5:00 p.m.

Moderated by *Christine Hamilton*

KATHRYN JONES AND DAN MALONE

Sharpening our skills in journalism is paramount to an association that strives for media excellence. Three editorial sessions that target **Finding Fresh Approaches to Familiar Stories, Engaging Ledes, Sources, and Quotes, and The Changing Scope of News Reporting and Ethics** are presented by a

husband and wife team of career journalists and journalism educators. Kathryn Jones has more than 30 years of experience writing for newspapers and magazines, including *The New York Times*, *The Dallas Morning News*, *Texas Monthly* and *Texas Highways*. Dan Malone is a veteran journalist and author. As a staff writer for *The Dallas Morning News*, Malone and a colleague won a Pulitzer Prize for investigative reporting. [Saturday]



TODD KRIZELMAN

With his expertise in ad sales and innovation, Krizelman, joined veteran web architect, Jesse Keller, to found MediaRadar in 2007. After years of thorough research, development, and data collection, MediaRadar is now the most comprehensive, data company focused on the ad sales market. Learn about the current state of the equine market and how you can capitalize on it in **The State of the Equine Market**. In Krizelman's second session, **Ad Sales Best Practices for Equine Publications**, you gain insights into how other niche publications have been successful in growing their market share. [Friday morning]



CHAD MENDELL

Former executive editor of *The Horse: Your Guide to Equine Health Care* and *TheHorse.com*, Chad Mendell founded CowDog Media in 2010, an inbound marketing and web development company focused on helping businesses be more than just a point of purchase for their customers by helping them become an invaluable resource. Mendell presents **Analyzing and Enhancing Your Social Engagement** and then teams up with Erin Ryder Hsu to present **Digital Tools to Engage Your Audience**. [Friday and Saturday afternoon]



LOU SCIMECCA, PAT GROSHONG, BOBBI STREIGEL

If you are publisher or freelancer with an interest in media liability insurance, then **Everything You Always Wanted to Know about Media Insurance, But Were Afraid to Ask** is the session for you. This fundamental educational session discusses coverages afforded under a media and E&O policy and provides examples from a claim standpoint. Presenters are Lou Scimecca, Senior Vice President and Media/Entertainment Product Manager; Pat Groshong, Assistant Vice President, Claims; and Bobbi Striegel, a Senior Underwriter, at AXIS PRO, formerly Media/Professional Insurance. [Friday morning]



LARRI JO STARKEY

An editor at *The American Quarter Horse Journal*, Starkey takes you back to the schoolroom of your childhood in her session, **Miss Frogbottom Was Wrong – 10 Grammar Errors You Learned in Elementary School**. Your elementary schoolteacher had a room full of writhing children itching for recess. To keep their interest, Miss Frogbottom kept her grammar lessons short – maybe too short. She invites you to come learn the full rules so you can win a prize in the quiz at the end of the session. [Friday morning]



SCOTT TREES

As a creative artist, Trees strives to bring the extraordinary out of the ordinary, not just in his work but in his life. This philosophy has served him well, and in the world of international equestrian photography and video production, Trees has received prominent recognition. An entertaining and informative speaker, Trees shares his vast knowledge and experiences in **The Power of an Image: Photographs for Marketing in a Digital World**. [Saturday morning]



AHP TALLY-HO AT THE ALAMO SEMINAR 2015 SPONSORS

American Horse Publications is grateful to the sponsors whose support help us to provide members with an educational and memorable experience in San Antonio.

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Cowboy Publishing Group

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