



JUNE 16-18
2016
SHERATON LAKE
BUENA VISTA
RESORT
ORLANDO
FLORIDA

KEEP THE MOBILE VERSION OF SEMINAR SCHEDULE HANDY

SEMINAR INFORMATION
[click here](#)

Seminar Contact: Chris Brune
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#ahpmaythehorsebewithyou

GUEST SPEAKERS



SAMIR HUSNI, MR. MAGAZINE is the founder and director of the Magazine Innovation Center at the University of Mississippi's Meek

School of Journalism and New Media. As Mr. Magazine, he engages in media consulting and research for the magazine media and publishing industry. In his keynote on Thursday evening, Dr. Husni addresses, **Audience First—The Future of Brands in Today's Marketplace**. On Friday morning, he focuses on how magazines can create a printed product in 2016 and beyond in **Doing Print Right in a Digital Age**. **[PUBLISHING]**



JACKIE BAKER is a marketing strategist with over a decade of agency experience, primarily digital, with a knack for getting inside the

heads of businesses and consumers alike. Baker presents several sessions beginning on Friday morning with **How to Ride the Jump to Mobile** and capture the equestrians who spend most of their time in the barn and saddle. Her two sessions on Saturday afternoon provide insight on **Google Analytics: Identifying Problems and Opportunities by Asking the Right Question and Using Personas and Use Cases to Evaluate and Inform Your Web Strategy**. **[MARKETING]**



JACQUI BANASZYNski is an endowed Knight Chair professor at the Missouri School of Journalism, where she works with the true storytellers of the 21st

Century. Her newspaper career took her to all seven continents, including three trips to Antarctica. She has written about corruption and crime, beauty pageants and popes, AIDS and the Olympics, dogsled expeditions and refugee camps,

labor strikes and political strife, traffic fatalities and family tragedies. Banaszynski presents a full day of journalism topics on Friday covering Narrative Story Craft, Story Idea Generation, Literary Forensics, and Interviewing Techniques. Sessions are useful for editors and writers and designed to provide both tools and inspiration to develop creative story ideas, efficient and effective story structures, and clean, crisp copy. **[JOURNALISM]**



PAUL DEHART is the Chief Executive Officer of BlueToad, Inc. DeHart and a group of partners launched BlueToad in 2007 with a vision of making simple

and affordable digital solutions available to the average magazine publisher. On Friday morning in **The Evolution of Digital Magazines**, DeHart chronicles the evolution of the digital edition from Flash-based "flippies" to native mobile applications to responsively-designed articles. He also explores the emerging trends in data- and audience-driven content distribution and the future of digital publishing. After the session, attendees may visit Paul in the HorseCenter for additional information and questions. **[PUBLISHING]**



RYAN DOHRN is the founder of the media sales training firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 3,000 ad sales

reps in 7 countries. Dohrn has been a guest speaker at AHP seminars and webinars several times and his sessions are always motivating and point-on. On Saturday morning, he answers what **Paid Sponsorship Content** means to AHP publishers and how to collect, host and then sell **Big Data Cash Machines**. **[SALES]**

SPECIAL EVENTS



MAGIC OF HORSES EXPERIENCE

Thursday, June 16

8:00 a.m. to 4:30 p.m.

Bus loads at 7:30 a.m. at Convention Center entrance

Bus tour to visit Al-Marah Arabians and Disney's Tri-Circle-D Ranch for AHP members and guests. Includes lunch hosted by Mark Miller. \$40 per person
For more info, [CLICK HERE](#)

WELCOME RECEPTION

Thursday, June 16

5:00 p.m. to 7:00 p.m.

Join fellow members for a reception to welcome AHP to Orlando. The Welcome Reception is sponsored by exhibitors, **AQHA Media, Lane Press, MediaRadar, SmartPak, and Thoroughbred Charities of America.**

Unwind with a drink and light snacks while you mingle with members and visit the exhibitors before the Keynote Address with Samir Husni sponsored by **MediaRadar**. The evening allows time for dinner at Disney Springs, formerly Downtown Disney, or an opportunity to rest up for the next two busy days of sessions and events.

(Continued on page 4)



EQUINE INDUSTRY VISION AWARD BREAKFAST

Friday, June 17
8:00 a.m. to 9:30 a.m.

The winner of the prestigious 2016 Equine Industry Vision Award, sponsored by **Zoetis** and presented by American Horse Publications, is announced.

AHP STUDENT AWARD PARTY



Friday, June 17
5:30 p.m. to 7:30 p.m.

Everyone is invited to Horsewarts to enjoy an evening of wizardry fun. Guests of honor will be **Ema Klugman, Bianca McCarty, and Kaitie Marolf**, one of whom will become the 2016 AHP Student Award Winner.

Purchase a \$10 ticket for the AHP signature drink, **ButterBrew** and keep the Horsewarts School of Equine Media glass. All proceeds go to the AHP Student Fund.

Enjoy the feast in the Great Hall and learn what the world of Harry Potter is all about.

The event is sponsored by **Barrel Horse News, Equine Journal, Quarter Horse News, Sidelines Magazine, SUCCEED, The Horse Media Group, and Western Horseman**. **AIM Equine Network** sponsors the Student Award cash

(Continued on page 3)

SCHEDULE OF EVENTS

Wednesday, June 15, 2016

5:00 p.m. - 7:00 p.m. **Early Registration near the Zest Lounge**

Thursday, June 16, 2016

7:30 a.m. - 2:00 p.m. **Early Registration and Return of the Force**

Clementine

8:00 a.m. - 4:30 p.m. **Magic of Horses Experience (\$40 per person)**

Bus loads at 7:30 a.m.

Meet at Convention Center Parking Lot Entrance

12:00 p.m. - 5:00 p.m. **Student Award Committee Meeting and Interview**

Meyer

Closed session

4:00 p.m. - 6:00 p.m. **Seminar Registration**

Royal Palm Ballroom Foyer

5:00 p.m. - 6:30 p.m. **Welcome Reception**

Royal Palm 3

Sponsored by AQHA Media, Lane Press, MedarRadar, SmartPak, and Thoroughbred Charities of America

6:30 p.m. - 7:00 p.m. **Keynote Address: Audience First: The Future of Brands in Today's Marketplace**

Royal Palm 2

Guest Speaker: Samir Husni, Mr. Magazine

Sponsored by MediaRadar

Friday, June 17, 2016

7:30 a.m. - 3:30 p.m. **Registration**

Ballroom Foyer

8:00 a.m. - 9:30 a.m. **Equine Industry Vision Award Breakfast**

Royal Palm 2 & 3

Sponsored by Zoetis

9:30 a.m. - 4:30 p.m. **AHP HorseCenter**

Majestic Palm D

Sponsored by Farnam

9:30 a.m. - 10:30 a.m. **The Evolution of the Digital Magazine**

Royal Palm 1

Guest Speaker: Paul DeHart, CEO of BlueToad

9:30 a.m. - 10:30 a.m. **Narrative Story Craft**

Majestic Palm EF

Guest Speaker: Jacqui Banaszynski

9:30 a.m. - 10:30 a.m. **Sharing Ideas: How to Ride the Jump to Mobile**

Majestic Palm G

Moderator: Jackie Baker

10:30 a.m. - 11:00 a.m. **Mid-Morning Coffee Break**

Majestic Palm D, HorseCenter

Sponsored by Platinum Performance

10:30 a.m. - 6:15 p.m. **Student Fund Silent Auction at Diagonal Alley**

Majestic Palm BC

11:00 a.m. - 12:00 p.m. **Doing Print Right in a Digital Age**

Royal Palm 1

Guest Speaker: Samir Husni, Mr. Magazine

11:00 a.m. - 12:00 p.m. **Story Idea Generation**

Majestic Palm EF

Guest Speaker: Jacqui Banaszynski

11:00 a.m. - 12:00 p.m. **Sharing Ideas: Marketing and Promoting Your Small Business**

Majestic Palm G

Moderated by Sarah Evers Conrad

12:00 p.m. - 1:30 p.m. **Networking Luncheon**

Royal Palm 2 & 3

Sponsored by Merial

1:30 p.m. - 3:00 p.m. **Literary Forensics**

Royal Palm 1

Guest Speaker: Jacqui Banaszynski

1:30 p.m. - 3:00 p.m. **Podcasting 101**

Majestic Palm EF

Presented by: Glenn Hebert, Horse Radio Network

1:30 p.m. - 3:00 p.m. **Sharing Ideas: The Nimbleness of Small Publishers**

Majestic Palm G

Moderated by Jeremy McGovern and Lori Wilson

3:00 p.m. - 3:30 p.m. **Mid-Afternoon Coffee Break**

Majestic Palm D, HorseCenter

Sponsored by Platinum Performance

3:30 p.m. - 4:30 p.m. **Interviewing Techniques**

Royal Palm 1

Guest Speaker: Jacqui Banaszynski

3:30 p.m. - 4:30 p.m. **45 Ideas: Best Practices for Writing Press Releases**

Majestic Palm EF

Moderated by Pat Trowbridge; Panelists: Abby Strawder, Sullivan Higdon & Sink; Kassi Hoxmeier, Bader Rutter; L.A. Pomeroy, Freelance Publicist; Johnny Robb, JRP Equine NewsRoom; and Maria Grulich, Experience Kissimmee

5:30 p.m. - 7:30 p.m. **AHP Student Award Party at Horsewarts School of Equine Media**

Royal Palm 2 & 3

Sponsored by Barrel Horse News, Equine Journal, Quarter Horse News, Western Horseman; Freedom Health/SUCCEED; Sidelines Magazine; and The Horse Media Group

Saturday, June 18, 2016

7:00 a.m. - 8:00 a.m.	Speed Networking: A fast-paced session for content
Majestic Palm Foyer	Moderated by Pat Trowbridge, assisted by Tracy Gantz
7:30 a.m. - 9:30 a.m.	Registration
Ballroom Foyer	
8:00 a.m. - 9:30 a.m.	Breakfast
Royal Palm 2 & 3	Co-sponsored by SmartPak Equine and Absorbine
9:30 a.m. - 4:30 p.m.	AHP HorseCenter
Majestic Palm D	Sponsored by Farnam
9:30 a.m. - 10:30 a.m.	Paid Sponsorship Content
Royal Palm 1	Guest Speaker, Ryan Dohrn
9:30 a.m. - 10:30 a.m.	Successful Collaboration for a Great Story
Majestic Palm EF	Panel moderated by Barrie Reightler, Mid-Atlantic Thoroughbred; Panelists: Jennifer Denison, Western Horseman; Sandy Oliynyk, Practical Horseman; and Art
9:30 a.m. - 10:30 a.m.	Sharing Ideas: Write Your Own Bible
Majestic Palm G	Moderated by Larri Jo Starkey
10:30 a.m. - 11:00 a.m.	Mid-Morning Coffee Break
Majestic Palm D, HorseCenter	
11:00 a.m. - 12:00 p.m.	Big Data Cash Machines?
Royal Palm 1	Guest Speaker: Ryan Dohrn
11:00 a.m. - 12:00 p.m.	Why Publishers Should Have a Code of Ethics
Majestic Palm EF	Guest Speaker: Kim Walsh-Childers, Ph.D.
11:00 a.m. - 12:00 p.m.	Sharing Ideas: Think Tank
Majestic Palm G	Moderated by Diana De Rosa
12:00 p.m. - 6:30 p.m.	Awards Finalists on Display
Majestic Palm BC	
12:00 p.m. - 2:00 p.m.	AHP Special Awards Luncheon
Royal Palm 2 & 3	Sponsored by Straight Arrow Products, Cowboy Magic
1:30 p.m. - 2:00 p.m.	General Membership Meeting and Election of Officers
2:00 p.m. - 3:00 p.m.	Google Analytics: Identifying Problems and
Royal Palm 1	Guest Speaker: Jackie Baker
2:00 p.m. - 3:00 p.m.	Deconstruction of a Video
Majestic Palm EF	Guest Speaker: Brandon Roaten
2:00 p.m. - 3:00 p.m.	Careers in Equine Publishing for Students Only
Majestic Palm G	Coaches: Jennifer Denison and Christine Hamilton, West-
3:00 p.m. - 3:30 p.m.	Mid-Afternoon Coffee Break
Majestic Palm D, HorseCenter	
3:30 p.m. - 4:30 p.m.	Using Personas and Use Cases to Evaluate and In-
Royal Palm 1	Guest Speaker: Jackie Baker
3:30 p.m. - 4:30 p.m.	Video Secrets Revealed and Tricks Shared
Majestic Palm EF	Guest Speaker: Brandon Roaten
5:30 p.m. - 6:30 p.m.	Awards Reception and Finalists Display
Royal Palm Foyer	Awards Reception co-sponsored by Lumina Media and
6:30 p.m. - 9:30 p.m.	Equine Media Awards Banquet and Presentations
Royal Palm 2 & 3	Awards Banquet sponsored by Zoetis Awards Centerpieces sponsored by Breyer Animal Creations

Sunday, June 19, 2016

9:00 a.m. to 5:00 p.m.	Horses of Ocala Tour (free to AHP members & guests)
Depart hotel at 7:30 a.m.	Lunch sponsored by Showcase Properties of Central

(Continued from page 2)

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 Harry Potter evening without Diagonal Alley? Come bid on a variety of items in the silent auction and buy raffle tickets for a free seminar registration to the 2017 AHP Seminar in Scottsdale.



SPECIAL AWARDS LUNCHEON

**Saturday, June 18
12:00 p.m. to 1:30 p.m.**

Following a luncheon sponsored by **Straight Arrow Products**, AHP will announce the recipient of the 2016 AHP Champion Award. The annual General Membership Meeting and election of the Board of Directors follows from 1:30 to 2:00 p.m.



EQUINE MEDIA AWARDS

**Saturday, June 18
5:30 p.m. to 9:30 p.m.**

It's AHP's big night and the announcement of the winners in the 2016 EMA Contest for material published in 2015. **Zoetis** sponsors the Awards Banquet. A one-hour reception is co-sponsored by **Dover Saddlery** and **Lumina Media**, publishers of *Horse Illustrated*, *Young Rider* and *HorseChannel.com*. **Breyer Animal Creations** provides the centerpieces featuring a model of Valegro which one lucky attendee will win at each table.

(Continued on page 4)

GLENN HEBERT (Glenn the Geek)



founded the Horse Radio Network in July 2008. Starting with one show (The Stable Scoop Radio Show) and no listeners the Horse Radio Network has now grown to ten

shows with tens of thousands of listeners and one of the largest podcasting networks in the world. Hebert's session, **Podcasting 101** on Friday afternoon is directed toward anyone with an interest in doing audio at any skill level. This will be an introduction to podcasting and the steps, effort and capital needed to start a podcast. **[MULTIMEDIA]**



BRANDON ROATEN is the co-founder of MVP STUDIOS based in Nashville, TN and a second location opening in Sacramento, CA

summer 2016. His passion for film began over thirty-three years ago in Memphis, TN where he performed in front of the camera for local promotions on NBC affiliate WMC-TV. Some attendees may remember Roaten from his workshop at in Charleston in 2014. This year, his sessions on Saturday afternoon include **Deconstruction of a Video** which provides a detailed explanation on how a short video is created from end to start. His other session, **Video Secrets Revealed** explores the tricks of video and audio. **[MULTIMEDIA]**



DR. KIM WALSH-CHILDERS

has taught at the University of Florida since August 1990. Her primary teaching areas are journalism/mass media ethics, and a graduate seminar in mass

media and health. She presents **Why Publishers Should Have a Code of Ethics** on Saturday morning. Few discoveries are as frustrating as the realization that you've published plagiarized material. Learn to spot plagiarism before it's published. But more importantly, learn how developing your own code of ethics can help your staff, interns and freelancers produce ethically solid content. Work with your writers, marketing and sales staff to make sure native advertising/sponsored content adheres to high ethical standards to protect your publication's credibility. **[PUBLISHING]**

READ FULL BIOS ON SPEAKERS ONLINE

NETWORKING OPS

HORSECENTER

The AHP Resource Center has a new name in 2016. The HorseCenter is a networking and media center sponsored by Farnam.

Member literature, complimentary internet, and sponsored coffee breaks are available 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 at the registration desk on Friday. Appointments based on availability Saturday morning.

Content Buyers:

- Jennifer Bryant, USDF Connection
- Christine Hamilton, Western Horseman
- Jessica Hein, Paint Horse Journal/Chrome
- Erin Hsu, Kentucky Equine Research
- Elizabeth Moyer, Horse Illustrated
- Patrick Warczak, Freedom Health
- Jan Westmark, Sidelines Magazine
- Bibi Bemelmans, HorseLifestyle.TV

SHARING SESSIONS

FRIDAY, JUNE 17

How to Ride the Jump to Mobile

9:30 a.m. to 10:30 p.m.

Moderated by Jackie Baker

Marketing and Promoting Your Small Business

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

Moderated by Sarah Evers Conrad

The Nimbleness of Small Publishers

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

Moderated by

Jeremy McGovern & Lori Wilson

SATURDAY, JUNE 18

Write Your Own Bible: An In-House Stylebook As An Essential Publishing Tool

9:30 a.m. to 10:30 a.m.

Moderated by Larri Jo Starkey

Think Tank: Open Topic Discussion

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

Moderated by Diana De Rosa

Careers in Equine Publishing for Students Only

2:00 p.m. to 3:00 p.m.

Coaches: Christine Hamilton, Jennifer Denison and Stephanie Church

MAY THE HORSE BE WITH YOU SEMINAR

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