



AHP EQUINE MEDIA CONFERENCE

Much more than a seminar

SCOTTSDALE, ARIZONA ~ JUNE 15-17, 2017

THURSDAY, JUNE 15, 2017

7:30 a.m. - 2:30 p.m.

Meet in Main Lobby at 7:00 a.m.

Rootin' Tootin' Cowboy Mounted & Photo Shootin'

Transportation sponsored by AQHA Media

Hosted by Horseshoe Park & Equestrian Center

4:00 p.m. - 6:30 p.m.

Bouchon

Conference Registration and Welcome Reception Exhibitors:

MediaRadar, Publication Printers Corp., Purina Animal Nutrition, SmartPak, The Ovid Bell Press

5:00 p.m. - 6:30 p.m.

Bouchon

Welcome Reception

Sponsored by Purina Animal Nutrition

6:30 p.m. - 7:15 p.m.

Rattlers

Keynote Address

Sponsored by MediaRadar

Keynote Speakers:

Lisa Roskens, Founder, and Mike West, CEO, Omaha Equestrian Foundation

FRIDAY, JUNE 16, 2017

Educational Sessions

sponsored by Purina Animal Nutrition

7:30 a.m. - 9:30 a.m.

Grand Ballroom Foyer

Registration

8:00 a.m. - 9:30 a.m.

Center Ballroom

Equine Industry Vision Award Breakfast

sponsored by Zoetis

9:30 a.m. - 4:30 p.m.

North Ballroom

AHP HorseCenter

Sponsored by Central Garden & Pet (Farnam, Horse Health Products, VitaFlex)

9:30 a.m. - 10:30 a.m.

Sedona Palomas

Event Mania

Guest Speaker: [Carl Landau](#), Niche Media

Ready to launch an event, or improve the one you have? Learn from the master as Carl Landau the Grand Poobah at Niche Media discusses event creation, operational aspects, speaker development, sponsor support and more!

Understand how the event process works to develop your events and tie in marketing efforts for success.

9:30 a.m. - 10:30 a.m.

Chambers Lecture Hall

Successful Tips for Getting the Right Photograph for the Story

Guest Speaker: [Scott Baxter](#), Scott Baxter Photography

During this discussion I will focus on preparing for a story from the beginning through to delivery of final files for publication. I will cover everything from equipment preparation, communication with both subject and Editor to working towards developing a unique vision. I will show examples of story development, as well as, discuss problem solving on the fly while on location. I will encourage through stories the attendees to become invested both emotionally and photographically in the story. Leaving time for Q & A following the presentation will be an integral part of this session so that the attendee will have an opportunity to seek advice in telling the story through meaningful, dynamic, and technically sound photography.

10:30 a.m. - 11:00 a.m.

AHP HorseCenter

Mid-Morning Coffee Break

Sponsored by Platinum Performance

10:30 a.m. - 12:00 p.m.

AHP HorseCenter

Horses in the Morning LIVE from the AHP Equine Media Conference

Presented by Horse Radio Network

Hosts: [Glenn the Geek](#) and [Jamie Jennings](#)

Members can listen live at www.horsesinthemorning.com or on the Horse Radio Network Phone App on IOS or Android.

Podcast: Recorded version published immediately after show.

10:30 a.m. - 6:15 p.m.

Coronado

Student Fund Silent Auction

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

Sedona/Palomas

Event Marketing

Guest Speaker: [Carl Landau](#), Niche Media

Supercharge your event marketing by leveraging your brand to the max! Carl will show you how to create the perfect event marketing mix with your event website, direct mail, e-marketing, webinars, video, social and lots more.

Plus, learn how to target and use audience segments to maximize event attendance and revenue.

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

Chambers Lecture Hall

Surviving the New Media Landscape with Lessons from the Old West

Guest Speaker: [Bob Boze Bell](#), True West Magazine

How can anyone survive in the digital tsunami world we live in today? The CEO and executive editor of True West magazine, Bob Boze Bell, will relate all the mistakes he has made, all the knowledge he has learned, and some of the secrets he has found (as he puts it, "even a blind dog finds an acorn once in a while.") The proof in the pudding is: True West is still in business after 64 years! Wow! How in the hell did that happen? Find out. . .

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

Prescott

Recharge and Reinvent Your Freelance Business

Moderators: [Abigail Byars](#), [Freelance Remuda](#)

[Boatwright](#) and [Kate Bradley](#)

Experienced freelancers and The Freelance Remuda podcast co-hosts

Abigail Boatwright and Kate Bradley Byars will discuss ways to revitalize your freelance writing or photography business. This includes identifying your strengths and how to capitalize on them, ways to improve your content offerings, and how to set yourself up for success through establishing your brand and workflow.

Find and subscribe to the podcast on iTunes, and for more information, go to freelanceremuda.com.

12:00 p.m. - 1:30 p.m.

Center Ballroom

Networking Luncheon

sponsored by [Boehringer Ingelheim](#)

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

Sedona/Palomas

Changing the Sales Conversation

Panel moderated by [Christopher Ware](#), Vice-President of Business Development, NAIOP

Panelists:

[Dave Russo](#), Publishers Press;

[Cheryl Erpelding](#), California Riding Magazine;

[Emily Alberti](#), PaulickReport.com;

[Jacqueline Baranov](#), MediaRadar

A role-playing exercise to provide sales managers and staff with responses to common and not-so-common objections to sales.

1:30 p.m. - 3:00 p.m.*Chambers Lecture Hall***Color Management for Publishing***Guest Speaker: [Katie Stern](#),**Professor, University of Wisconsin-Stevens Point*

Of all the issues I faced when working as a professional photographer, my lack of knowledge in color management cost me by far the most time and money. We will start with in-camera color profiling, follow up with monitor color profiling, and build into the use of raw files in either Lightroom or Photoshop. I'll also explain Color Settings, RGB-to-CMYK conversions, and why your printer is your best friend.

Session will include:

- Why do you need color management?
- In-camera color profiling
- Monitor color profiling
- Use of raw files in either Lightroom or Photoshop
- Photographing in raw
 - White balance tools
 - Watch your histogram white and black points
- RGB-to-CMYK conversions
 - What to include in a spec sheet for photographers (for publishers to use on their website)
 - Color Settings (ask the printer for what settings to use)
 - Profile to profile conversion
 - Archiving RGB files
 - Send in a print to match the colors!

Audience: Anyone using a camera and Photoshop or Lightroom to process photos for publication or printing. All levels of photographers from beginner to advanced are welcome.

Participant Equipment Recommendations: I will be giving the participants outline-style notes and worksheets to follow for this presentation, including printouts of the slides (6 slides per sheet).

1:30 p.m. - 3:00 p.m.*Directors Boardroom***Careers in Equine Media for Students**

Student Advisors: Kathy Dando, Associate Publisher, Practical Horseman; Jennifer Bryant, Freelance Writer and Editor, USDF Connection; Megan Arszman, Freelance Writer; Christy Landwehr, CEO, Certified Horsemanship Association

3:00 p.m. - 3:30 p.m.*AHP HorseCenter***Mid-Afternoon Coffee Break***sponsored by Platinum Performance***3:30 p.m. - 4:30 p.m.***Sedona/Palomas***45 Ideas: How to Position Your Brand as a Value**

Panel moderated by Pat Trowbridge, Lumina Media
Panelists: Jacqueline Baranov, Team Lead-Sales, MediaRadar;
Emily Joyce, Marketing Manager, SmartPak;
Christy Landwehr, CEO, Certified Horsemanship Association; and Ken Amoroso, Publisher, Cowgirl Magazine

3:30 p.m. - 4:30 p.m.*Chambers Lecture Hall***Lightroom and Photoshop Workflow***Guest Speaker: [Katie Stern](#),**Professor, University of Wisconsin-Stevens Point*

You're a photographer, yet you are expected to use software to process your photographs for publication! A lot of information on the internet is confusing and you want to know a good workflow to keep your photos organized and looking professional. If this describes you, you will find this workshop helpful!

Session will include:

- Color management first!
- When to use Lightroom and when to use Photoshop
- "Developing" and color balancing your photos in Lightroom or Adobe Camera Raw
- Techniques for processing hundreds of photos at once
- Cropping and saving for the Web
- Actions and batch processing

Audience: Professional and amateur photographers and photojournalists who have played with Lightroom and/or Photoshop and want more information to help their workflow.

Participant Equipment

Recommendations: I will be giving the participants outline-style notes and worksheets to follow for this presentation, including printouts of the slides (6 slides per sheet).

5:30 p.m. - 7:30 p.m.*Center Ballroom***How the West Was Fun Party**

Sponsored by Central Garden & Pet (Farnam, Horse Health Products, VitaFlex)

Celebrating the 2017 AHP Student Award Winner and supporting the AHP Student Fund Silent Auction

Student Award Cash Awards sponsored by AIM Equine Network

Student Award Winner Trip hosted by Publishers Press

SATURDAY, JUNE 17, 2017**7:00 a.m. - 8:00 a.m.***Bouchon***Speed Networking**

A fast-paced session for content providers and content buyers

7:30 a.m. - 9:30 a.m.*Grand Ballroom Foyer***Registration****8:00 a.m. - 9:30 a.m.***Center Ballroom***Breakfast Buffet**

Co-sponsored by SmartPak Equine and Absorbine

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

Sponsored by Central Garden & Pet (Farnam, Horse Health Products, VitaFlex)

9:30 a.m. - 12:00 p.m.*AHP Horse Center***Professional Headshots**

By appointment only

AHP offers an opportunity to purchase professional quality, affordable headshots as a valuable benefit available only to members attending the AHP Equine Media Conference in Scottsdale. To schedule your appointment, [click here](#).

9:30 a.m. - 10:30 a.m.*Sedona/Palomas***Reporting and Writing Personality Profiles Workshop (Part 1)***Guest Speaker:*

[Jacqui Banaszynski](#), Knight Chair Professor, Missouri School of Journalism

The best way to put personality into your stories is to write about, well, personalities. But too many stories focus on events rather than the people at the center of those events. And too many journalistic profiles read like resumes rather than true life stories. In this interactive workshop, we'll explore how to report and write about people in ways that make them the authentic, memorable personalities that inhabit the heart of our stories. We'll learn how to go beyond quotes and resumes, and instead place our story subjects in relevant context, develop their unique character through dialog and description, and help our readers feel they've gotten to really know them. We'll learn how to interview for the anecdotes, scenes and emotions that make people come alive on the page.

9:30 a.m. - 10:30 a.m.*Chambers Lecture Hall***Analysis for Developing and Evaluating Websites***Guest Speaker: [Katie Stern](#),**Professor, University of Wisconsin-Stevens Point*

This session covers the process for planning and evaluating websites from the standpoint of the person viewing your website. We'll identify typical issues that people encounter and how to resolve those issues on your own website. I'll introduce techniques like user experience (UX) observation/interviewing and development of personas and scenarios. We'll also talk about user testing to evaluate the usability of a website.

Audience: Members who have either considered starting a website or who want to improve their website's return on investment.

Participant Equipment: Participants are welcome to bring laptops and view websites during this presentation. I will be handing out printouts of six slides per sheet so participants won't need a lot of note taking. I will also give my slides to AHP to put on the AHP website for member viewing after the conference.

9:30 a.m. - 10:30 a.m.*Prescott***Sharing Ideas: Think Tank**
Moderated by Diana De Rosa, AHP President

This is a completely open session to discuss any topic you want to bring up. It could be help with getting an assignment, suggestions on how to increase your advertising, social media strategies, branding, presentation of your website, your resume, tips on printing your magazine, ideas on how to spread the word about your business or service, or absolutely any topic. The session will start with everyone introducing themselves and what they do followed by what topic(s) each person is interested in and/or knowledge they are there to share. Then we will open up the floor asking if anyone has a specific topic they would like to discuss. Then everyone in the group who has some knowledge on that topic will briefly share their thoughts. We will then continue to open the floor to discussing topics that those in the room want to discuss. Feel free to come either wanting to learning, wanting to share your knowledge or both.

10:30 a.m. - 11:00 a.m.*AHP HorseCenter***Mid-Morning Coffee Break***Sponsored by Humane Society of the United States***11:00 a.m. - 12:00 p.m.***Sedona/Palomas***Reporting and Writing Personality Profiles Workshop (Part 2)***Guest Speaker:**[Jacqui Banaszynski](#), Knight Chair Professor, Missouri School of Journalism*

Continued from 9:30 a.m. session.

11:00 a.m. - 12:00 p.m.*Chambers Lecture Hall***Website Design for Emotional Engagement***Guest Speaker: [Katie Stern](#),**Professor, University of Wisconsin-Stevens Point*

Session covers identifying typical issues that people might have when using websites and how to identify and resolve those issues on your own website. This information is derived from books written by psychologists and interaction designers who have been evaluating design innovations for many years. The neuroscience behind design decisions will strengthen your understanding of what needs to be changed on your website and how to improve your return on investment.

Audience: Members who have either considered starting a website or who want to improve the connection between viewers of their website and their products and services.

Participant Equipment: Participants are welcome to bring laptops and view websites during this presentation. I will be handing out printouts of six slides per sheet so participants won't need a lot of note taking.

11:00 a.m. - 12:00 p.m.*Prescott***Sharing Ideas: Repurposing Content: Capturing Reader Attention and Advertiser Dollars***Moderated by Jeremy McGovern, American Farriers Journal*

Do we use the content we gather and generate to its fullest potential? Repurposing content doesn't simply mean rerunning print articles online or vice versa. In this session, attendees will share how they take existing content and serve a different audience with it for print, websites, digital publications and social media. Also, we will discuss how to take the raw content we collect and develop different ways to better serve our audiences with it.

This session isn't only for content creators. If you are in sales, you can bring these ideas home for your team to create unique ideas for your clients.

12:00 p.m. - 6:30 p.m.*Coronado***Awards Finalists on Display****12:00 p.m. - 2:00 p.m.***Center Ballroom***Lunch with a Celebrity***Sponsored by Straight Arrow Products, Mane n' Tail & Cowboy Magic*

Presentation of AHP Champion Award and Chris Brune Spirit Award

General Membership Meeting and Election of Officers

2:00 p.m. - 3:00 p.m.*Sedona/Palomas***Story Structures Workshop (Part 1)***Guest Speaker:**[Jacqui Banaszynski](#), Knight Chair Professor, Missouri School of Journalism*

All art has its forms. Painting, poetry, dance – all have language to describe structures which give shape to content. So, too, with the art of journalistic storytelling. We'll see how a sound, purposeful structure can serve as the foundation for creative, effective stories. The right structure helps writers determine where to start and end their stories, how to order information, what to leave in and what to take out. It draws readers through stories without getting bored or confused. We'll look at a handful of basic story blueprints that can be employed for informational and events pieces, for stories that have developed over time, for more complex issues pieces and profiles and scene-based features.

2:00 p.m. - 3:00 p.m.*Chambers Lecture Hall***Selling to the Caveman - Using the Science of Persuasion to Close the Sale***Guest Speaker: [Christopher Ware](#), Vice-President of Business Development, NAIOP*

Did you know that a waiter will get a better tip if he leaves you a mint with the bill? Or that people stand closer

together as they find they have more in common? In this session we explore the science behind how your brain makes decisions and how to use that knowledge to close more deals. This isn't a pep talk "you can do it" fluff session. Come ready to learn new skills you can use right away to win more business. If you are a new sales person, an industry veteran, or someone who just wants to learn how just about anyone can be successful in sales, this session is for you. All Skill Levels

3:00 p.m. - 3:30 p.m.*AHP HorseCenter***Mid-Afternoon Coffee Break***Sponsored by Humane Society of the United States***3:30 p.m. - 4:30 p.m.***Sedona/Palomas***Story Structures Workshop (Part 2)***Guest Speaker:**[Jacqui Banaszynski](#), Knight Chair Professor, Missouri School of Journalism*

Continued from 2:00 p.m. session

3:30 p.m. - 4:30 p.m.*Chambers Lecture Hall***Media Sales Tactics for Success***Guest Speaker: [Christopher Ware](#), Vice-President of Business Development, NAIOP*

In this session we will explore all aspects of the media sales cycle. These essential tactics will focus your efforts and close you more deals.

- Media Kits: Essentials every media kit should have.
- Email: Most emails are terrible. Learn how to send emails that get results.
- Voice Mail: How to leave a good one that gets a call back. You have them on the phone: Now what? Make the most of the time and move the sale forward.

All skill levels. For anyone who wants to better understand the media sales process.

5:30 p.m. - 6:30 p.m.*Grand Ballroom Foyer***Awards Reception***Co-sponsored by SUCCEED and Lumina Media, publishers of Horse Illustrated, HorseChannel.com, and Young Rider***6:30 p.m. - 9:30 p.m.***Center Ballroom***Equine Media Awards Banquet***Sponsored by Zoetis*

Awards Centerpieces sponsored by Breyer Animal Creations

Schedule is Mobile Friendly

The Schedule of Events is available on your phone for easy access during the conference. To view the schedule and the information on sessions and speakers, [click here](#).

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