



# AHP Equine Media Conference

*The hunt for excellence begins*

HUNT VALLEY, MARYLAND ~ JUNE 14-16, 2018

## THURSDAY, JUNE 14, 2018

### 8:30 a.m. - 4:30 p.m.

Check in Main Lobby at 7:30 a.m.

Boarding 8:00 a.m.

**Horses, Hounds & Hilltops Tour**

Transportation sponsored

by Maryland Horse Industry Board

Lunch hosted by Maryland Horse Breeders

Association

Reservations only

### 4:30 p.m. - 5:30 p.m.

Maryland Ballroom Registration Desk

**Conference Early Registration**

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

Maryland Ballroom 3

**Welcome Reception & AHP Gathering**

Hosted by American Horse Publications

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

Maryland Ballroom 4

**Keynote Address**

Sponsored by MediaRadar

**Keynote Speaker:**

David Maxwell Braun

## FRIDAY, JUNE 15, 2018

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

Maryland Ballroom Registration Desk

**Registration**

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

Maryland Ballroom 3 & 4

**Equine Industry Vision Award Breakfast**

Announcement of 2018 Equine Industry

Award Winner

Sponsored by Zoetis

### 8:00 a.m. - 4:00 p.m.

Maryland Ballroom Foyer

**AHP PopUp Exhibitor Sponsor Aisle**

- Cummings Printing
- Freedom Health/SUCCEED
- Freeport Press
- Publication Printers
- SmartPak
- The Ovid Bell Press

### 9:00 a.m. - 10:30 a.m.

AHP HorseCenter

**Horses in the Morning LIVE from the AHP Equine Media Conference**

Presented by Horse Radio Network

Members can listen live on

[www.horsesinthemorning.com](http://www.horsesinthemorning.com) or on the Horse Radio Network Phone App on iOS or Android.

### 9:30 a.m. - 4:00 p.m.

Garden Room

**AHP HorseCenter**

Sponsored by Central Garden & Pet

(Farnam, Horse Health Products, VitaFlex)

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

Salons EF (Lower Level)

**MASTER CLASS: Character, Scene and Sensory Detail, Part 1**

**Guest Speaker: Jacqui Banaszynski**

Think of writing as riding. You can read about it, understand the theory, appreciate the skill, even learn to tack up. And all that is useful. But until you climb on the horse and get it moving, you aren't riding. Writing is the same way. You can be a great reader (and need to be, I think, to be a good writer), an avid student of the craft and even a good flyspeck editor. But until you face that paper or screen and get your fingers moving, you aren't writing. In this "master class" session, you're going to get on the horse.

**NOTE: Bring a notepad and pen (or laptop, but writing practice in longhand has advantages), an open mind and a willingness to stretch. This is not a competitive or critical environment, but a safe place to explore. And if you fall off the horse, we'll help you right back on.**

Session continues at 11:00 a.m.

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

Salons CD (Lower Level)

**Sales Skills Workshop – A Series of TED-like Talks**

**Guest Speaker: Christopher Ware**

Grow your sales brain with 4 high impact sessions that arm you with the skills you need to succeed today. Attend all four sessions for maximum impact, but feel free to pop in and out.

#### **Workshop 1: Introduction**

The last time your brain received a software update we were still living in caves. We will discuss how your brain makes decisions and how to use that knowledge to boost your sales. This discussion will set the stage for the next three workshops.

#### **Workshop 2: Writing Effective Sales Email**

Emails are a fact of life for the sales professional. Learn how to craft an email that gets a reply, not a delete. You will leave this session with an email template ready to use once you return to the office.

Workshops 3 and 4 continue at 11:00 a.m.

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

Salon A (Lower Level)

**Sharing Ideas: Think Tank**

**Moderated by Diana De Rosa**

This is a completely open session to discuss any topic you want to bring up. 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 Platinum Performance

### 10:30 a.m. - 6:00 p.m.

Maryland Ballroom 1 & 2

**Student Fund Silent Auction**

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

Salons EF (Lower Level)

**MASTER CLASS: Character, Scene and Sensory Detail, Part 2**

**Guest Speaker: Jacqui Banaszynski**

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

Salons CD (Lower Level)

**Sales Skills Workshop – A Series of TED-like Talks Continues**

**Guest Speaker: Christopher Ware**

#### **Workshop 3: Voice Mails. Remember Those?**

In the age of email and text, sales professionals have set aside the good old-fashioned phone during prospecting. That's a mistake! Voice mails can be a powerful tool in bringing in sales. But only if you do them right.

In this session we will review the elements of a good voice mail. And make sure your phone is charged! We are going to practice your new voice mail skills during the session.

#### **Workshop 4: Networking at Events. Or, How I Learned To Stop Worrying and Work a Room Like a Pro**

We assume sales professionals just know how to work a room at a conference or industry event. That's a bad assumption! This session will arm you will tools to make contacts in any professional setting. And we will practice those new skills with fellow session attendees. So come ready to learn and network with your fellow attendees. And introverts don't be afraid! This session is designed for you.

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

Salon A (Lower Level)

**Sharing Ideas Hot Topic: Event Planning and Management**

**Moderated by Jeremy McGovern, Publisher, American Farriers Journal**

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

Maryland Ballroom 3 & 4

**Networking Luncheon**

Sponsored by Boehringer Ingelheim

### 1:30 p.m. - 2:30 p.m.

Salons EF (Lower Level)

**Media Law Update**

**Presenter: Milt Toby, Author and Attorney**  
Editors and publishers: have you filed the proper paperwork with the US Copyright Office to

ensure that you're covered by the "safe harbor" provisions of the Digital Millennium Copyright Act? Writers and photographers: have you heard of the CASE Act, proposed federal legislation that would create a "small claims court" to streamline your copyright infringement claims? And what's new about "fair use?" And who has questions about the GDPR? To learn more, join award-winning author and attorney Milt Toby for an update on developments in media law that will have an impact on your business.

### 1:30 p.m. - 2:30 p.m.

Salons CD (Lower Level)

#### Six Super Simple Steps to Successful Video Marketing, Part 1: The Basics

**Presenter: Shelley Paulson, Photographer/Videographer**

Part 1 covers:

1. Choosing the best gear for your needs
2. Keys to getting great audio
3. Understanding video jargon and camera settings
4. Overcoming your fear of being on camera

### 1:30 p.m. - 2:30 p.m.

Salon A (Lower Level)

#### Latest Trends in Custom Publishing

**Moderated by Emily Esterson, E-Squared Magazine Media**

**Panelists: Dave Russo, Freeport Press; Nicole Garvin, Cummings Printing; Brandon Schleder, Publication Printers; Peter Kirby, The Ovid Bell Press**

Custom publishing is not new to print publishers. Equine media brands have been publishing annual specialty issues, directories, and programs for years. The advent of the digital era hit a pause button on print, however that is changing. Print is not dead. Custom publishing is providing another opportunity to extend your brand not only for publishers but also for businesses. This panel of printing experts explores the types of custom publications that niche publishers and corporate brands outside the equine world are using to increase brand awareness and revenue.

### 1:30 p.m. - 2:30 p.m.

Salon B (Lower Level)

#### Careers in Equine Media for Students

**Advisors: Kathy Dando, Publisher, Practical Horseman; Erin Hsu, Marketing Director, Kentucky Equine Research**

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

Pimlico (Lower Level)

#### One-on-One Coaching Sessions With Jacqui Banaszynski

Appointments Only

### 2:30 p.m. - 3:00 p.m.

AHP HorseCenter

#### Mid-Afternoon Coffee Break

Sponsored by Platinum Performance

### 3:00 p.m. - 4:00 p.m.

Salons EF (Lower Level)

#### Negotiating 101

**Presenter: Milt Toby, Author and Attorney**

We negotiate with others every day. The negotiations might be between a writer and editor over fees or the scope of an article; between a photographer and her client over the use of an image; between a journalist and event organizer

for access; or simply between your spouse or significant other over Chinese or Mexican food for dinner. Negotiating is a valuable skill that can be learned--except maybe the part about Chinese or Mexican. Explore the basics of negotiating with Milt Toby, an award-winning author, attorney, and trained mediator.

### 3:00 p.m. - 4:00 p.m.

Salons CD (Lower Level)

#### Six Super Simple Steps to Successful Video Marketing, Part 2: Putting It All Together

**Presenter: Shelley Paulson, Photographer/Videographer**

Continued from the 1:30 p.m. session

Part 2 covers:

5. Putting it all together with editing
6. Distributing and promoting your video

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

Salon A (Lower Level)

#### Sharing Ideas Hot Topic: Time Management

**Moderated by Katie Navarra, Katie Navarra Communications**

### 3:30 p.m. - 4:00 p.m.

Salon A (Lower Level)

#### Sharing Ideas Hot Topic: Google vs Facebook Ads

**Moderated by Kathy Dando, Publisher, Practical Horseman**

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

Maryland Ballroom 3 & 4

#### Student Award Reception

**Sponsored by SmartPak and American Horse Publications**

Celebrating the 2018 AHP Student Award Finalists and supporting the AHP Student Fund Silent Auction

**Student Award Cash Awards sponsored by AIM Equine Network**

### 6:00 p.m. - 9:30 p.m.

Maryland Ballroom 3 & 4

#### AHP Nightly Network

**Sponsored by The Humane Society of the United States**

Friday night will be a casual evening, sitting around with a bunch of your friends eating pizza and wings, drinking a few brews, engaging in conversation, and watching a horse movie with popcorn.

**The AHP Legacy Panel** is a group of former Past Presidents who remember the early years of equine publishing and AHP. This fireside chat with Tracy Gantz, Susan Harding, Barrie Reighter, and Jennifer Bryant is moderated by AHP Executive Director Chris Brune. We are ready talk story about what it was like to be an editor, publisher or freelancer back in the day, how we have survived the ups, downs and the digital world, and why we still love this industry. Be prepared to ask these AHP publishing warriors your questions.

**The screening of THE WILD PONIES OF CHINCOTEAGUE**, a film by Kurt Kolaja and Tod Mesriow, will be shown thanks to Lisa Diersen, Director/Founder, and Diana De Rosa, Co-organizer of the EQUUS Film Festival.

The legend says that a Spanish Galleon carrying ponies crashed off the Atlantic coast. The ponies swam free of the sinking ship and reached the New World. Decedents of that lost band live today, wild and free, on the barrier island, Assateague, Virginia.

The local fire company owns the herd now. To keep the population in check foals are auctioned each year. Sabrina Dobbins made a winning bid and took a pony home. For Sabrina it was a pivotal moment. "This pony was my light in the darkness. My pony pulled me up. I named her Blessing." A blessing indeed.

Be prepared to fall in love with the ponies and Sabrina, to shed a few tears, and be swept away in a film that touches the hearts of all horse lovers. Don't miss it.

**Meet Kurt Kolaja** - Q&A with the film's director follows the movie.

## **SATURDAY, JUNE 16, 2018**

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

Maryland Ballroom Registration Desk  
**Registration**

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

Valley Ballroom (Lower Level)

#### Speed Networking

A fast-paced session for content providers and content buyers

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

Maryland Ballroom 3 & 4

#### Continental Breakfast

**PopUp Exhibitor Sponsor Raffle Giveaway**

Presentation of AHP Chris Brune Spirit Award

### 8:00 a.m. - 3:30 p.m.

Maryland Ballroom Foyer

#### AHP PopUp Exhibitor Sponsor Aisle

- Cummings Printing
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### 8:00 a.m. - 12:00 p.m.

Maryland Ballroom 1 & 2

#### Silent Auction Pay and Pickup

Buyers will be notified by email of the bids they won and the total due. Please pay and pickup by noon.

### 9:30 a.m. - 3:30 p.m.

Garden Room

#### 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

**Photographer: Shelley Paulson**

Appointments Only

**9:30 a.m. - 10:30 a.m.***Salons EF (Lower Level)***Muscular Writing: Verbs and Sentence Structure***Guest Speaker: Jacqui Banaszynski*

The most important tool in strong, tight, clear writing is the verb. We'll explore the incredible utility of the verb, and how vibrant, active verbs can create lean, mean sentences that power up your stories.

**SUGGESTED: Bring a couple of pieces of your own writing for self-critique and rewrite practice.**

**9:30 a.m. - 10:30 a.m.***Salons CD (Lower Level)***Less is More: Grow Online Revenue with Just Your Best Customers***Guest Speaker: Rob Ristagno, CEO of The Sterling Woods Group*

Forget the small fish – follow your Whales! You've got great content and you want to use it to make more money online. This talk will show you just how to do that. We'll start off by explaining why it's vital to identify your very best customers, your "Whales," like the casino and mobile gaming industries did, and focus relentlessly on their wants and needs. Then we'll review specific strategies for maximizing revenue from innovating with your most loyal fans and business partners. You'll leave this interactive session with action steps, data, and case studies that will make you confident that you, too, can grow your equine publishing business online by focusing on your top customers.

**9:30 a.m. - 10:30 a.m.***Salon A (Lower Level)***5 Tips for Better Facebook Live Broadcasts**  
*Presenter: Jamie Samples, Yellow Barn Media*

Thinking of going live on Facebook? Wondering how to get the most out of your Facebook Live broadcast? With Facebook Live, you can show your expertise in real time, take people behind the scenes, and much more.

In this session, you'll discover five tips to succeed with your next Facebook Live broadcast. Including, how to:

- Get more views and engage your audience
- Optimize and repurpose for maximum exposure
- Set up, prepare and practice for each video session, and much more.

**10:30 a.m. - 11:00 a.m.***AHP HorseCenter***Mid-Morning Coffee Break****11:00 a.m. - 12:00 p.m.***Salons EF (Lower Level)***Detail and Description: Writing for the Mind's Eye***Guest Speaker: Jacqui Banaszynski*

The best writing helps readers see and sense. And that requires specific images that transform the written word to a visual story. We'll examine the difference between generic, abstract language – adjectives and descriptions that are flabby or vague – and concrete descriptions that show character, place and action.

**SUGGESTED: Bring a couple of pieces of your own writing for self-critique and rewrite practice. The best pieces would be profiles or events stories.**

**11:00 a.m. - 12:00 p.m.***Salons CD (Lower Level)***Find Your Curveball – Launch New Products with the Content and Audience You Already Have***Guest Speaker: Rob Ristagno, CEO of The Sterling Woods Group*

We're all trying to sell more digital ads - hiring new salespeople, tweaking compensation plans, packaging with print, etc. - but best case scenario we're treading water. We're stretched thin and sometimes - let's face it - we're burned out.

What if there was another way - a way to grow our business without relying so heavily on growing ad revenue? What if we could find our "curveball" - an opportunity that goes around the problem and instead focuses on a positive, predictable outcome.

In this interactive session, author, speaker, and former media executive Rob Ristagno will teach us how to use his Curveball framework to go around the threats in our industry and instead use our existing equine content and audience to dramatically grow our revenues with new products in the face of any market change.

Are you ready to find your Curveball?

**11:00 a.m. - 12:00 p.m.***Salon A (Lower Level)***Sharing Ideas Hot Topic: Today's Challenges and Trends in Print and Digital Design**

*Moderated by Emily Koenig, Senior Publications Coordinator, United States Dressage Federation; Barrie Reightler, Director of Publications, Mid-Atlantic Thoroughbred; Jennifer Denison, Senior Editor, Western Horseman*

**12:00 p.m. - 1:30 p.m.***Maryland Ballroom 3 & 4***Luncheon**

*Sponsored by Straight Arrow Products, Mane n' Tail, Cowboy Magic, and Exhibitor's*

Presentation of AHP Champion Award

**1:30 p.m. - 2:00 p.m.***Maryland Ballroom 3 & 4***General Membership Meeting and Election of Officers****2:00 p.m. - 3:00 p.m.***Salons EF (Lower Level)***10 Steps for Starting a Successful Podcast***Presenter: Glenn Hebert, Horse Radio Network*

In this session, Hebert reviews the top 10 things he has learned in starting a successful podcast. The list is based on his experience starting over 25 shows with 7,000 episodes over the last 10 years. From the why to the how this session will give you the basics of Podcasting, one of the fastest growing media options in 2018.

**2:00 p.m. - 3:00 p.m.***Pimlico (Lower Level)***One-on-One Coaching Sessions With Jacqui Banaszynski**

*Appointments Only*

**2:00 p.m. - 3:00 p.m.***Salons CD (Lower Level)***45 Ideas Panel: Best Tools for Creative and Easy Social Media Posts***Moderator: Pat Trowbridge, AIM Equine Network**Panelists:*

- *Mollie Bailey, Senior Reporter, The Chronicle of the Horse*
- *L.A. Sokolowski, The Original Equinista*
- *Lindsay Paulsen, Managing Editor/Website & Social Media Manager, Dressage Today*
- *Rhonda Lane, Freelance Blogger*
- *Ashyn Flanagan, VP Communications, Straight Arrow Products, Inc.*

**2:00 p.m. - 3:00 p.m.***Salon A (Lower Level)***Build and Sustain Your Freelance Business**  
*Moderator: Abigail Boatwright, Freelance Remuda*

Abigail Boatwright of the Freelance Remuda will share tips to kickstart your freelancing career, and together with veteran freelancers Tracy Gantz and Jennifer Bryant, the group will discuss ways to sustain your business for years to come.

**3:00 p.m. - 3:30 p.m.***AHP HorseCenter***Mid-Afternoon Coffee Break****3:00 p.m. - 9:00 p.m.***Maryland Ballroom 1 & 2***Awards Finalists on Display****5:30 p.m. - 6:30 p.m.***Maryland Ballroom Foyer***AHP Equine Media Awards Reception**

*Co-sponsored by SUCCEED and Horse Illustrated, HorseChannel.com, & Young Rider*

The AHP Equine Media Awards Reception intends to give members and finalists the 'red carpet treatment,' including live Facebook feeds and interviews by our own stylish versions of Kelly Ripa and Joan Rivers: social media doyenne Jamie Samples and equinista L.A. Sokolowski.

Dress to impress. We suggest black-and-white (our Hunt Ball color theme), but don't be afraid to shine in whatever color you choose.

Be prepared for our social media butterflies to ask you who you're wearing or who you're cheering to win as we do a live Facebook feed preview before presenting this year's AHP Equine Media Awards.

**6:30 p.m. - 9:30 p.m.***Maryland Ballroom***AHP Equine Media Awards Dinner and Presentations**

*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 go to [www.americanhorse.pubs](http://www.americanhorse.pubs) and click on Conference in nav bar.

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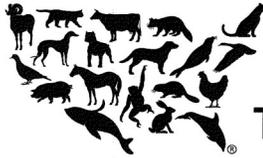
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