

AHP EQUINE MEDIA CONFERENCE

HOTEL ALBUQUERQUE AT OLD TOWN, ALBUQUERQUE, NEW MEXICO

MAY 30—JUNE 1, 2019

THURSDAY, MAY 30, 2019

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

Registration

Franciscan Ballroom Foyer

6:00 p.m. - 8:00 p.m.

TAKE FLIGHT Welcome Reception sponsored by DESERT Flight

Franciscan Ballroom

Join fellow AHP members to start connecting and collaborating while enjoying food and beverage and watching the screening of the 45 minute movie, Desert Flight, A Love Letter to the Sport of Show Jumping.

FRIDAY, MAY 31, 2019

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

Registration

Franciscan Ballroom Foyer

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

Equine Industry Vision Award Breakfast sponsored by Zoetis

Franciscan Ballroom

Announcement of the 2019 Equine Industry Vision Award Winner

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

AHP Pop-Up Exhibitor Sponsor Aisle

East Atrium

Pop-Up Exhibitor Sponsors

- ◇ Cummings Printing
- ◇ E-Squared Magazine Media
- ◇ Freeport Press
- ◇ Publication Printers
- ◇ SmartPak
- ◇ The Ovid Bell Press

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

Registration

East Atrium

Sign-up sheets for Speed Networking available

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

AHP HorseCenter sponsored by Central Garden & Pet (Farnam, Horse Health Products, VitaFlex)

Alvarado E

The HorseCenter is a media resource for attendees where members distribute material about their business and sample publications.

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

Crossing Over: How to Take Your Specialty Stories to a Larger Audience - JOURNALISM

Alvarado FG

Guest Speaker: ERIN RICHARDS, USA Today National Education Reporter

Of course readers of equine media love your stories, but many of those pieces could have a home in more mainstream publications – if you know how to get them there. This session will help you identify and develop stories with “cross-over” ability and offer tips on developing a process to get more non-equine

publications to consider industry-related content. We'll examine how to broaden the reporting, pitching and editing processes to give writers lots of options. For editors and producers, we'll discuss how to extract elements of the stories you're working on to market the pieces to a larger audience on social media and beyond.

45 Ideas: Survival Tips for Successful Event Coverage - JOURNALISM

Alvarado A

Moderated by PAT TROWBRIDGE, AIM Equine Network

Seasoned event coverage panelists present 45 ideas in 45 minutes in covering events, such as but not limited to: covering and surviving an event before, during and after and do's and don'ts of event coverage.

Panelists:

- ◇ MEGAN ARSZMAN, Marketing & Communications, Indiana Horse Racing Commission, Freelance Writer
- ◇ JENNIFER BRYANT, Editor, USDF Connection, Freelance Writer
- ◇ DIANA DE ROSA, Equestrian Journalist and Photographer
- ◇ JENNIFER PAULSON, Content & Marketing Strategy Resource
- ◇ LARRI JO STARKEY, Editor, The American Quarter Horse Journal

Leverage SEO and Social Media to Increase Brand Visibility and Drive Sales - MARKETING

Alvarado D

Guest Speaker: ANDREA KUPFER, Catapult Creative Labs
Increase brand visibility and drive sales by leveraging Search Engine Optimization (SEO) and social media platforms. These digital marketing tools can help you connect directly with relevant audiences who care about your brand.

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

Mid-Morning Coffee Break sponsored by Platinum Performance

AHP HorseCenter in Alvarado E

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

Student Fund Silent Auction

Alvarado BC

Join members in celebrating the AHP Student Award and supporting the AHP Student Fund by shopping the El Mercado, a silent auction of equine-related items and gifts.

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

So You Want to Write a Series: Tips for Developing Longer-Term Projects - JOURNALISM

Alvarado FG

Guest Speaker: ERIN RICHARDS, USA Today National Education Reporter

Developing content around a theme, or a series of stories to run over time, can be a great way to keep readers engaged. This session for editors and content producers will discuss how to think big about themes that resonate, and how to organize a step-by-step process to bring projects to fruition. We'll take a deep dive into how daily news publications develop projects, from conception to planning, reporting to revising, to polishing and

producing. We'll talk about how to make plans for including everything from videos, photos, graphs and slideshows to live events. Reporters will glean ideas about how to develop themed content in their work, or how to carve out an area of expertise that will produce a flow of stories over time.

Creating Custom Content to Achieve Your Goals - MARKETING

Alvarado D

Guest Speaker: CHRISTINA LOVULLO, Catapult Creative Labs

Content is king? Creative ideas for creating custom content that achieves your goals for reaching both consumers and retailers. But once you have created the content, how do you get your audience to see it?

Photography Composition for Better Storytelling - PHOTOGRAPHY

Alvarado A

Presenter: SHELLEY PAULSON, Shelley Paulson Photography

Go deeper with your photography by learning how to create meaningful layers in your editorial and photojournalistic photos. We'll cover fundamentals of good photographic composition, then focus in on what elements a strong storytelling photo by dissecting some of the best journalistic images in history.

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

Networking Luncheon

Franciscan Ballroom

Announcement of 2019 AHP Champion Award

Rescheduled as AHP Webinar in July

Create Virtual Events for Content and Sales Success - REVENUE BUILDING

Presenter: JEREMY MCGOVERN, American Farriers Journal

Publishers and businesses have a tremendous source of content and revenue through creating virtual events (online conferences built around a niche theme). Don't be intimidated — generating these will require with tools you are already using. In this session, Jeremy McGovern of Lessiter Media will show the model they've established for virtual events. He will not only explain the how-to of creating the content and leveraging these events for sales, but he will also show the mistakes they made so you can avoid them when creating your first virtual event.

Secrets Editors Want Writers to Know - JOURNALISM

Alvarado H

Magazine editors share tips to get freelancers in the door – and a few that will keep freelancers from getting bounced back out.

Presenters:

- ◇ CHRISTINE HAMILTON, Western Horseman
- ◇ LARRI JO STARKEY, The American Quarter Horse Journal
- ◇ ELIZABETH MOYER, Horse Illustrated & Young Rider

1:30 p.m. - 4:30 p.m.**Zen in the Art of Writing - WORKSHOP**

Alvarado FG

Guest Speakers:

TANIA CASSELLE and SEAN W. MURPHY

In this contemplative writing workshop we'll explore how meditation and mindfulness practices can stimulate the creative process and open the mind to new possibilities, with special emphasis on freeing the natural flow of the creative process and finding or deepening our most natural writing voices. We'll combine meditation, mindfulness and sensory awareness practices with writing practice and other exercises to stimulate creativity and encourage fresh ideas. Most importantly, we'll rediscover the freedom, playfulness, and joy that made us want to write in the first place. As a process-oriented rather than critically-oriented workshop, this is open to everyone at all levels of writing experience.

2:30 p.m. - 3:00 p.m.**Mid-Afternoon Coffee Break sponsored by Platinum Performance**

AHP HorseCenter in Alvarado E

3:00 p.m. - 4:00 p.m.**Freelance Remuda: Elevate Your Pitch**

Alvarado H

Moderators:

◇ ABIGAIL BOATWRIGHT and KATE BRADLEY BYARS
Co-founders Freelance Remuda◇ JENNIFER BRYANT, USDF Connection Editor,
Freelance Writer/Photographer

Elevate Your Pitch: Learn how to give your story ideas the best chance at getting published with these tried-and-true tips on print and digital pitches. Abigail Boatwright and Kate Byars of The Freelance Remuda have teamed up with USDF Connection editor and freelance writer and photographer Jennifer Bryant to bring you advice on best pitching practices for print and online articles and photos.

5:00 p.m. - 6:00 p.m.**Student Award Reception co-sponsored by SmartPak and Equitana USA**

Alvarado ABCD

Celebrating the 2019 AHP Student Award Winner and supporting the AHP Student Fund Silent Auction

Student Award Cash Awards sponsored by AIM Equine Network**6:00 p.m. - 7:30 p.m.****Viva el Caballo sponsored by Terra Nova Equestrian Training Center**

Alvarado D

Viva el Caballo means "long live the horse" in Spanish. AHP is celebrating all the wonderful cultures of New Mexico and Friday is our Spanish-themed night. This event follows the Student Award Reception and will offer several food stations and a cash bar. A presentation by event sponsors, Terra Nova Equestrian Training Center, brings the horse to the spotlight. And there could be a special guest. Following the event, over 40 attendees have tickets to the Tablao Flamenco performance. Ole! Don't miss it.

8:00 p.m. - 9:30 p.m.**Tablao Flamenco Albuquerque** - By ticket only

Tablao Flamenco in Hotel Albuquerque

Doors open 6:45 p.m. Chris will be at the entrance to Tablao at 7:30 p.m. with pre-purchased tickets Seats are assigned.

SATURDAY, JUNE 1, 2019**7:30 a.m. - 9:30 a.m.****Registration**

East Atrium

8:00 a.m. - 9:00 a.m.**Speed Networking**

South Atrium

A fast-paced session for content providers and content buyers. Content buyers are listed below. Content providers may sign up on Friday at the conference. Freelancers: Now is the time to perfect your pitch of equine story lines and ideas to some of the leading pubs/businesses in our industry. Just remember, you will have only 4 minutes. Make it work!!

Speed Networking Content Buyers:

- ◇ LARRI JO STARKEY, AQHA Media
- ◇ STEPHANIE RUFF, Arabian Horse Life
- ◇ EMILY ESTERSON, E-Squared Magazine Media
- ◇ LIZ MOYER, Horse Illustrated & Young Rider
- ◇ ERIN HSU, Kentucky Equine Research
- ◇ JESSICA HEIN, Paint Horse Journal/Chrome
- ◇ JAN WESTMARK, Sidelines Magazine
- ◇ JENNIFER BRYANT, USDF Connection
- ◇ CHRISTINE HAMILTON, Western Horseman

8:00 a.m. - 9:30 a.m.**Pop-Up Exhibitor Sponsor Continental Breakfast**

Alvarado D

Pop-Up Exhibitor Sponsor Raffle Giveaway and announcement of the 2019 Chris Brune Spirit Award

8:00 a.m. - 12:00 p.m.**Silent Auction Pay and Pickup**

Alvarado BC

8:00 a.m. - 3:30 p.m.**AHP Pop-Up Exhibitor Sponsor Aisle**

East Atrium

9:30 a.m. - 4:30 p.m.**AHP HorseCenter sponsored by Central Garden & Pet (Farnam, Horse Health Products, VitaFlex)**

Alvarado E

9:30 a.m. - 11:00 a.m.**Professional Headshots**

AHP HorseCenter in Alvarado E

Photographer: Shelley Paulson
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 Albuquerque

Appointments available from 2:00 to 3:00 p.m.
To schedule your appointment, see Chris or Shelley.

9:30 a.m. - 10:30 a.m.**Headlines! They Aren't Just for Editors Anymore - JOURNALISM**

Alvarado FG

Guest Speaker: ERIN RICHARDS, USA Today National Education Reporter

The Onion was ahead of us all. In an age of social media ruled by short attention spans, a headline can quickly determine whether a story gains an audience – and the valuable clicks that lead to advertising dollars that help us all stay afloat. You'll learn how to use headline-writing as an organizational tool for your stories. Editors will gain practical tips for creating more conversational headlines. We'll look at examples of good and bad headlines from daily news outlets and talk about how to improve the bad ones. We'll also discuss how to use SEO tools to identify key words to make your headlines pop.

Balancing Work, Family & Horses

Alvarado A

Moderator: MIRIAM ORTIZ Y PINO, CPO & Simplicity
Expert of More Than Organized

Panelists:

- ◇ ERIN HSU, Marketing Director, Kentucky Equine Research
- ◇ KATIE NAVARRA, Freelance Writer
- ◇ STEPHANIE RUFF, Managing Editor, Arabian Horse Life
- ◇ SABINE SCHLEESE, Director of Corporate Affairs, Schleese Saddlery Service, LTD.

Top 30 Marketing Questions Answered MARKETING

Franciscan Ballroom

Guest Speaker: KALI PLATT, Catapult Creative Labs

What are the burning questions companies are asking us to answer? Everything from digital best practices to branding tactics to influencer marketing - we cover it all. Find out if yours is on the list! And if it's not, you're guaranteed to learn something new.

Take-Away Tips from Social Media Marketing World 2019 - SOCIAL MEDIA

Alvarado H

Presenter: JAMIE SAMPLES, Yellow Barn Media

Imagine 4700+ marketing professionals packed into a conference center for three full days of learning. What if you could sit for an hour and get the fast track version of the most important takeaways from Social Media Marketing World 2019?

Join Jamie as she shares her collection of strategies and takeaways from the world's largest and most prestigious social media conference. Hear more about topics like LinkedIn Live, Instagram Stories, the impact of video on Facebook, the marketing rebellion, the art of being more human and much more!

In addition, when you join her session, Jamie has a great book to give away to one lucky attendee!

10:30 a.m. - 11:00 a.m.**Mid-Morning Coffee Break sponsored by The Humane Society of the United States**

AHP HorseCenter in Alvarado E

11:00 a.m. - 12:00 p.m.**Bringing Sources to Life: How to Craft Great Interviews - JOURNALISM**

Alvarado FG

Guest Speaker: ERIN RICHARDS, USA Today National Education Reporter

The interview is at the heart of great journalism, and improving your interviewing skills can lead to not only better stories, but more stories, and ones with better quotes and character development. We'll discuss how to better prepare for interviews, how to craft good questions and how to develop anecdotes and scenes when you're not talking to someone in person or witnessing them in their natural habitat. We'll also talk about the care and feeding of sources over time, as those are some of the best people to lead you to good stories down the road.

3 Steps to Gain Consumer Recognition - MARKETING

Franciscan Ballroom

Presenter: STEPHEN WILLIAMS

In his session on "3 Steps to Gaining Consumer Recognition," Williams explains the three steps that can impact your marketing strategy and teach you to think differently about brand recognition. He presents examples of successful campaigns and provides attendees an opportunity to workshop your own project in the room.

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

Creative Photographic Techniques for More Impactful Images - PHOTOGRAPHY
Alvarado A

Guest Speaker: JENNIFER SPELMAN

Impactful images make you pause and feel connected to the emotion within a moment. Memorable photographs are created by carefully pre-visualizing a situation and accordingly making deft framing and lighting decisions. Spelman will share techniques for better using the full spectrum of camera settings for effect and creative strategies to apply when working in less than impactful landscapes, overcrowded events or in dull natural light. Her presentation should give your imagination a boost and leave you with ideas for how to create a stronger sense of story in your images.

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

Luncheon sponsored by Straight Arrow Products, (Mane n' Tail, Cowboy Magic, Exhibitor's)
Alvarado D

1:30 p.m. - 2:00 p.m.

General Membership Meeting and Election of Board of Directors - Follows luncheon

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

I Was Robbed! Fighting Digital Piracy - MEDIA LAW
Alvarado FG

Presenter: MILT TOBY, Attorney and Author

The question is not "if" your digital images or words will be stolen; the real question is "when" it will happen. In this session, we'll discuss inherent dangers of posting material online; ways to detect internet piracy (not as easy as might think); and remedies, including cease-and-desist letters, DMCA take-down requests, possible damages, and a recent US Supreme Court decision affecting copyright infringement lawsuits.

From Freelancer to Business: 15 Mistakes and How to Fix Them (or not) - BUSINESS

Alvarado H

Presenter: EMILY ESTERSON

Making the leap from freelancing to operating as a business and growing your company can be fraught with missteps. From undervaluing your services to choosing the wrong clients, I've made them all. In this frank discussion geared toward helping freelancers and small businesses avoid costly errors, we'll look at how to make the transition to a business mindset, and grow your business with grace.

Emily Esterson is the founder, CEO and Editor in Chief of E-Squared Editorial Services. The 10-year-old business provides turnkey custom publishing and magazine management services, from launch, editorial and design, to publication. Her current horse-y clients include Covertside, the Magazine of Mounted Foxhunting; The Event at Rebecca Farm; and the horse show program for the A-rated Santa Fe Summer Series at Hipico Santa Fe. She also publishes the Heritage Hotels & Resorts Magazine (in your room!) and the Visit Albuquerque guide. She has contracts with the Albuquerque Museum, the American Society of Radiologic Technologists and National Geographic Museum.

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

Professional Headshots
AHP HorseCenter in Alvarado E

Photographer: SHELLEY PAULSON

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 Albuquerque

Appointments available. See Chris or Shelley.

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

Mid-Afternoon Coffee Break sponsored by The Humane Society of the United States
AHP HorseCenter in Alvarado E

3:00 p.m. - 6:30 p.m.

AHP Equine Media Awards Finalists on Display
Alvarado BC

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

Get It in Writing: A Template for Publishing Contracts - MEDIA LAW
Alvarado FG

Presenter: MILT TOBY, Attorney and Author

A well-written publishing contract should set out the rights and obligations of the contributing writer or photographer and the publication while balancing the interests of both parties. This session will highlight important contract clauses from the perspectives of both contributors and editors and attendees will leave with a template for a workable publishing agreement.

Top 20 Differences Between Publication Editing and Book Editing - BOOK PUBLISHING

Alvarado H

Presenter: LISA WY SOCKY, Author

To capitalize or not? Spell out or abbreviate? Use of numbers, titles, commas, quotation marks, and italics? Writing and editing for publications is often the polar opposite than doing the same for books. But, to deliver a professional article or manuscript, writers, authors, and editors must know and understand the many differences. Authors, freelancers, publishers, and editors will all benefit from this unique and energetic presentation. In addition to her career as an award-winning author,

Lisa Wysocky has been writing articles for publication for more than forty years, and has edited or ghostwritten more than one hundred books, many of which have won national awards.

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

Equine Book Author Meet-Up - BOOK PUBLISHING

Sandia Boardroom, West Atrium

Moderators: HEATHER WALLACE and CARLY KADE

Join fellow equine authors, Heather Wallace, The Timid Rider, and Carly Kade, In the Reins series, for a meeting of minds for members who have published a book or ones who are interested in publishing one.

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

AHP Equine Media Awards Reception co-sponsored by SUCCEED and Horse Illustrated and Young Rider

Q-Bar

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

AHP Equine Media Awards Dinner and Presentations

Alvarado ABCD

Announcement of the 2019 Equine Media Award Winners for material published in 2018.

The Latigo Dun It model horses are sponsored by Breyer Horses and one person at each table will take the model home.

Schedule is Mobile Friendly

The Schedule of Events is available on your phone for easy access during the conference. To view go to www.americanhorsepubs.com and click on Events in nav bar, then Schedule of Events.

AN INSIDER'S GUIDE FROM AHP LOCALS

Emily Esterson's walking distance guide to things to see and do in the Hotel Albuquerque neighborhood

- 1) Drinks/apps at sunset or after dark at LVL 5, top floor of Hotel Chaco next door (stunning views)
- 2) Lunch or dinner on the slightly nicer side, Season's (about a block south)—great "new American" food. The upstairs bar/patio is a happy hour hangout for ABQ business folk. Live music (jazz, salsa,) on the patio Thurs/Fri/Sat.
- 3) Empanadas to die for at Golden Crown Panaderia, about five blocks east on Mountain. <http://goldencrown.biz/wp/> (past the museums).
- 4) Skip the Old Town touristy places and try Monica's El Portal (on Rio Grande south of Mountain) or about 6 blocks west on Central, Los Compadres (I love this place). For something that is absolutely iconic Albuquerque, and really, really good, Duran's Central Pharmacy (yes, it's a New Mexican restaurant in the back of a drugstore) east on Central a few blocks. Not fancy but the real deal—breakfast and lunch only.
- 5) Other food favorites: Cocina Azul at 12th and Mountain (great New Mexican), Modern General for brunch (on Central Ave. 5 blocks east of Old Town); 5 Star Burgers for brews and burgers (near Modern General), and Vinaigrette for great lunch salads and a lovely patio.
- 6) Brewpubs—there are a bazillion of them, but closest are: Ponderosa, off Bellamah (north side of Hotel ABQ, and a few blocks east). It's a bit hard to find at the end of a strip center.

Across the street from Los Compadres and the Biopark on Central is the El Vado Taproom, part of a redeveloped Rt. 66 motel. Worth a visit for its patio, shopping and interesting new/old Southwestern architecture.

- 7) Coffee: Prismatic (don't be in a hurry at this place. The pour-over coffee's superior (and roasted on site) but watching them make it is excruciating for the impatient). My personal fave is Zendo Coffee in the El Vado center. Slate Street Cafe in the Albuquerque Museum lobby is excellent for pastries, light lunch and good coffee. Open after 9:00 am until 2:00 pm.
- 8) Music: There is live music in Old Town Plaza in the evenings. It's a really fun ABQ family scene with much spontaneous dancing.

Friday, May 31 - 7-9 p.m. - *Rhythm Divine* - New Mexican/Variety (If you aren't going to Tablao)

Sunday, June 2 - 1-3 p.m. - *Entourage Jazz* - Jazz Standards

- 9) Shopping: Spurline Supply Company (behind the hotel)—interesting concept and interesting stuff.

Albuquerque Museum Store—fantastic jewelry collection—much of it contemporary native, as well as a lot of local items that would make classy gifts.

Dakky Gallery inside Hotel Chaco for authentic Native art (not cheap touristy stuff)

Get off the main plaza in Old Town and visit the shops on the side streets.

And a few more tips from Chris Maedche...

Restaurant Antiquity in Old Town - a small cozy place located at 112 Romero. Reservations recommended. 505-247-3545; Opens at 5 pm

The Man's Hat Shop - they still hand crease their hats there to fit the style a person wants. Very old store and been around for many years.

511 Central Ave NW, Albuquerque; 505-247-3545
Very short ride from the hotel.

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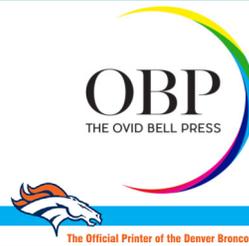


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Young Rider

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