



## 2021 AHP Equine Media Conference

### Tentative Schedule of Events *(Effective 7.1.2021 - subject to change)*

#### THURSDAY, SEPTEMBER 16, 2021

##### Pre-Conference Tours

##### 7:30 a.m. to 1:00 p.m.

##### **Visit Olsen Equine with Farrier Lee Olsen**

Hosted by Jeremy McGovern, American Farriers Journal

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

##### **Horsing Around Cowtown, Fort Worth**

National Cowgirl Hall of Fame & Museum  
Fort Worth Stockyards National Historic District or  
Fort Worth Cultural District

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

##### **Welcome Reception**

##### 6:30 p.m. to 7:00 p.m.

##### **Keynote Address with Barbra Schulte**

Preparing for re-entering a post pandemic world that might not be quite the same normal. A motivational message for jumpstarting your career or business with a positive attitude and open mind.

#### FRIDAY, SEPTEMBER 17, 2021

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

##### **Equine Industry Vision Award Breakfast**

*Sponsored by Zoetis*

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

##### **Transitioning an Existing Breed Publication to a New Level in a Risky Publishing Market**

*Guest Speaker: Jim Jennings, Editor Emeritus, The American Quarter Horse Journal*

##### **3 Ways to Increase Freelancer Productivity**

*Presenters: Freelance Remuda leaders Kate Bradley Byars and Abigail Boatwright*

Freelancing, as a verb, defines someone that produces, sells and accomplishes, and those three tasks take time. With proper systems in place to juggle assignments effectively, manage project billing and promote your business to increase opportunities, a freelancer can check off every item on the to-do list.

##### **Find Growth within Your Niches**

*Presenter: Jeremy McGovern*

For growth as publishers, sometimes looking within our own audiences present the best opportunities. A publisher with Lessiter Media and American Farriers Journal, Jeremy McGovern has seen what has worked and what has fallen short in his market. He'll share some of these, discussing how the ideas were uncovered and how the successes were monetized.

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

##### **45 Ideas: Networking and Personal Branding**

*Moderator: Pat Trowbridge*

*Panelists: Catie Staszak, Kathy Dando, Emily Dulin*

##### **Integrity Matters – and Here's Why**

*Guest Speaker: Dr. Billy Smith*

As a practicing journalist, Dr. Billy Smith spent a decade covering science and local government but also wrote about the wars in El Salvador and Nicaragua. As a businessman and IT professional, he has straddled the divide between budgets and needs. And as executive director for the American Paint Horse Association, Dr. Smith has helped make the world's second largest equine breed association even more powerful and successful. Throughout his career, including his time as a journalism professor, Dr. Smith has understood that media ethics are the backbone of the industry.

## **Blogging Unbridled: Influence, Engagement and Monetization for Writers, Creatives and Brands**

*Presenter: Susan Friedland*

Whether you have zero blogging experience or you're an old pro, if you're eager to modernize marketing and have some fun, this session is for you. Join author and equestrian lifestyle blogger Susan Friedland of Saddle Seeks Horse to unpack why blogging is still alive and well in 2021 and explore how to monetize your site without being smarmy.

## **12:00 p.m. to 1:30 p.m.**

### **Networking Luncheon**

*Sponsored by Morris Animal Foundation*

## **1:30 p.m. to 2:30 p.m.**

### **Case Studies in Finding New Revenue**

*Moderator: Pat Trowbridge*

*Panelists: Billy Smith, Executive Director of American Paint Horse Association, John Lunn, Vice President Morris Enthusiast Group, and Stephanie Macejko, Reeves International (Breyer®Horses)*

These panelists have found ways to connect with new audiences, driving revenue for their organizations. Follow their lead to more dollars.

### **Ride & Write Your Best Path Forward**

*Presenter: Katie Navarra*

Writers and riders often worry more about trying to "fix" their weaknesses rather than leaning into what they do best. Join Katie Navarra for an interactive session to uncover your inherent strengths and lean in whether you're a writer, marketer, ad sales professional or a senior business executive. You're strong already: Now get even stronger.

**Pre-requisite to attending:** This session will be based on the results from the Clifton StrengthsFinder assessment. Attendees will need to complete an assessment prior to the conference. The cost \$19.99 and is available at <https://store.gallup.com/c/en-us/assessments#catcs>. For questions, please email [katiennavarra@yahoo.com](mailto:katiennavarra@yahoo.com)

## **3:00 p.m. to 4:00 p.m.**

### **Speed Networking One-on-One**

## **5:00 p.m. to 6:00 p.m.**

### **Special Awards Reception**

Honoring the 2021 Student Award Winners and 2021 NextGen Award Winners

## **6:00 p.m. to 8:00 p.m.**

### **Western-Themed Party**

*Sponsored by Via Nova*

## **SATURDAY, SEPTEMBER 18, 2021**

## **8:00 a.m. to 9:30 a.m.**

### **Breakfast**

*Sponsored by SmartPak and Brooke USA*

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

### **We Cover It All**

*Moderated by Rebecca Didier*

*Panelists: Rebecca Didier, Trafalgar Square Books; Lisa Wysocky, book editor, traditionally and self-published author; Merri Melde, author at [theequestrianvagabond.com](http://theequestrianvagabond.com); Melissa Priblo Chapman, author of *Distant Skies*.*

From nose to tail, these equine book insiders lead the way to getting your thoughts between covers.

### **Deep Dive: Reputation Management – Part 1- SEO**

*Guest Speaker: Blake Lewis*

Bad things happen to good brands. After the initial crisis, the next step is communicating to clients, friends and employees what has happened and what will happen next. The step after that one is repairing the brand's reputation. In a three-hour deep dive session, crisis communications expert Blake Lewis will break down those steps and more. Lewis specializes in marketing strategy, thought leadership, and content and community relations programming. Among other efforts, he was part of the team leading crisis communications after the bombing of the Murrah Building in Oklahoma City in 1995.

### **You Started a Podcast, Now What?**

*Presenter: Glenn Hebert*

New podcasts are launching daily in part because it's "easy" to start. The reality is it's harder than it looks and most hosts quit recording within the first six months. Separate the signal from the noise with advice from equine podcast pioneer Glenn Hebert of Horse Radio Network for sustaining a podcast beyond the first few months.

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

**The Quiet Explosion**

*Moderator: Larri Jo Starkey*

*Panelists: Julie Bryant of Crimes Against Nature; Annie Kennedy, Ask Annie Podcast; Jeye Johnson, Equibrand; Denise Alvarez, Stormlily Marketing*

Equine podcasts have quadrupled in number in the last two years. Learn more about how these four podcasters have been able to find their own niches in the industry, expand their brands and create compelling content for their listeners.

**Deep Dive: Reputation Management Part 2  
Data Analytics**

*Guest Speaker: Blake Lewis*

**A Professional Author Presence: Putting Your Best Hoof Forward**

*Presenters: Carly Kade and Heather Wallace*

You've written a fantastic book, now what? You might wonder how some authors set themselves apart from the rest and make it look so effortless. Join equine authors and entrepreneurs Carly Kade and Heather Wallace as they show you how to build a professional presence, ask for reviews, engage with readers, and work with influencers.

**12:00 p.m. to 1:30 p.m.**

**Luncheon**

*Sponsored by Straight Arrow Products*

**1:30 p.m. to 2:30 p.m.**

**Free Your Mind – and the Creativity Will Follow**

*Presenter: Larri Jo Starkey*

Whether you're working on a business proposal, a marketing project or an article, creativity is essential. But what do you do when the ideas don't flow easily? Join Larri Jo Starkey as she leads you through fun exercises for successful brainstorming and idea discovery to unlock the creativity inside you. Larri Jo Starkey is a lifelong rancher who has spent more than 15 years in the western stock horse industry. She currently works as a freelance editor, photographer, and writer.

**Deep Dive: Reputation Management Part 3  
Reputation Management**

*Guest Speaker: Blake Lewis*

**3:00 p.m. to 4:00 p.m.**

**Sharing Ideas Roundtables**

**5:30 p.m. to 6:30 p.m.**

**Equine Media Award Reception**

*Sponsored by SUCCEED and Trafalgar Square Books*

**6:30 p.m. to 9:30 p.m.**

**Equine Media Awards Dinner and Presentations**

*Hosted by American Horse Publications*

**SUNDAY, SEPTEMBER 19, 2021**

**1:00 p.m. to 5:00 p.m.**

**Shopping Spree at National Ropers Supply**

*Free – Members provide and share own transportation.*

*Guide: Larri Jo Starkey*



For more information, contact American Horse Publications, 386-760-7743, [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com), or visit [www.americanhorsepubs.org](http://www.americanhorsepubs.org).