



## 2021 AHP Equine Media Conference

**Tentative Schedule of Events** (Effective 8.13.2021 - 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

**9:00 a.m. to 4:00 p.m.**

#### Horsing Around Cowtown Tour, Fort Worth

National Cowgirl Hall of Fame & Museum

Fort Worth Stockyards National Historic District or Fort Worth Cultural District

**4:30 p.m. to 5:30 p.m.**

#### Registration

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

#### Welcome Reception sponsored by Boehringer Ingelheim

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

#### Keynote Address: An Adventure in Becoming

Guest Speaker: [BARBRA SCHULTE](#), High-Performance Coach, Educator, Trainer, President/CEO, Center for Equestrian Performance, 2020 Equine Industry Vision Award Winner

The past 19 months have been grueling for all of us. But amid the abyss of uncertainty, opportunities to flourish abound - if we choose to believe, dig deep, and search for them. In this keynote, Barbra shares *Eight Adventures in Becoming Mindsets* that will inspire you to create careers and lives moving forward that reflect your unique talents and what you love.

### FRIDAY, SEPTEMBER 17, 2021

**7:30 a.m. to 9:30 a.m.**

#### Registration

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

#### Equine Industry Vision Award Breakfast sponsored by Zoetis

Announcement of 2021 Equine Industry Vision Award

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

#### AHP Pop-Up Exhibitor Sponsor Aisle

Pop-Up Exhibitor Sponsors

- Cummings Printing
- Lane Press
- Morris Animal Foundation
- Walsworth

**9:30 a.m. to 4:00 p.m.**

#### Registration

Sign-up sheets for Speed Networking available

**9:30 a.m. to 4:00 p.m.**

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

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

**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

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

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

Presenters: [KATE BRADLEY BYARS](#) & [ABIGAIL BOATWRIGHT](#)

Co-owners and founders of The Freelance Remuda, a podcast and resource for professionals in equine media.

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.

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

### **Find Growth Within Your Niches**

Presenter: [JEREMY MCGOVERN](#), Publisher, American Farriers Journal

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.

**10:30 a.m. to 11:00 a.m.**

### **Mid-Morning Coffee Break sponsored by Platinum Performance**

*AHP HorseCenter*

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

### **Journalism Ethics Matters and Why**

Presenter: [EMILY ESTERSON](#)

Who is a journalist today? Are there different sets of ethics for media and bloggers, citizen journalists, and alternative journalists? How do journalists manage the sticky ethical questions of today's hyper-competitive world?

This session will dive into ethical decision making for content creators of all kinds.

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

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

Moderator: PAT TROWBRIDGE, English Group Publisher, Equine Network LLC

Panelists:

- CATIE STASZAK, Catie Staszak Media
- KATHY DANDO, Kathryn Dando LLC
- EMILY DULIN, Brooke USA Foundation
- WHITNEY ALLEN, United States Hunter Jumper Association

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

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

Presenter: [SUSAN FRIEDLAND](#), equestrian lifestyle blogger

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.**

### **Combining Photography and Videography into a Sustainable Freelance Business**

Guest Speaker: [BUD FORCE](#), filmmaker, photographer, author, cinematographer, DP, co-director of COWBOYS: A Documentary Portrait

Bud discusses how various wealth threads and business practices can keep freelancers sustainable over the long haul. The session also covers developing your niche, discovering your unique style, and using new technology to bring cinematic quality into equine-related media.

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

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

Moderator: PAT TROWBRIDGE, English Group Publisher, Equine Network LLC

Panelists:

- STEVEN HAYES, Director of Marketing, American Paint Horse Association
- JOHN LUNN, Vice President Morris Enthusiast Group
- 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.

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

**Ride & Write Your Best Path Forward**

Presenter: [KATIE NAVARRA](#), accredited coach and a certified E3A Equine Facilitator

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)

**2:30 p.m. to 3:00 p.m.**

**Mid-Afternoon Coffee Break sponsored by Platinum Performance**

*AHP HorseCenter*

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

**Speed Networking One-on-One**

A fast-paced session for content providers and content buyers. Content providers may sign up on Friday morning 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!!

**Quick Primer on Cinematography and Interview Techniques**

Guest Speaker: [BUD FORCE](#), filmmaker, photographer, author, cinematographer, DP, co-director of COWBOYS: A Documentary Portrait

In this session Bud covers his interviewing techniques with examples from the film, COWBOYS: A Documentary Portrait, as well as other projects. He also displays and reviews his current photo/video field kit - a minimal setup that is fully capable of producing feature films.

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

**Special Awards Reception**

Honoring the 2020 and 2021 Student Award Winners and 2021 NextGen Award Winners

**Student Award cash awards presented by Equine Network LLC**

**6:30 p.m. to 8:00 p.m.**

**Cowboy Heritage, a Western-themed Event sponsored by Via Nova Training**

**8:00 p.m. to 9:30 p.m.**

**Screening of the Cowboys, A Documentary Portrait**

Co-director [BUD FORCE](#) will be on hand to introduce the film with a Q&A following the screening.

Told in the cinematic tradition of classic westerns, this feature-length documentary offers viewers the rare opportunity to ride alongside modern working cowboys on some of America's largest and most remote cattle ranches. COWBOYS documents the lives of the men and women working on "big outfit" ranches, some over one million acres, where full crews of cowboys still work to feed the world.

**SATURDAY, SEPTEMBER 18, 2021**

**7:30 a.m. to 9:30 a.m.**

**Registration**

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

**Breakfast co-sponsored by SmartPak and Brooke USA Foundation**

**8:00 a.m. to 3:00 p.m.**

**AHP Pop-Up Exhibitors Aisle**

**9:30 a.m. to 3:00 p.m.**

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

**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.

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

**Deep Dive: Reputation Management Series**

Guest Speaker: [BLAKE LEWIS](#), Founding Principal and COO, Three Box Strategic Communications

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-part series on Reputation Management, communications expert BLAKE LEWIS breaks down those steps into three

sessions covering search engine optimization (SEO), data analytics, and reputation management.

### **Part 1: Search Engine Optimization (SEO)**

Ask someone about SEO, and you're liable to either get a bit of a blank stare or a seemingly endless stream of technospeak in return.

Whether you're a newcomer to website performance or a highly experienced site developer, SEO doesn't start with bits and bytes. Instead, it realistically begins with a journalist-styled approach to telling your story digitally. Viewing your stakeholders through the typical Who, What, When, Where, Why, and How lenses can best equip you to identify what will make your organization easier to find, provide a better differentiated product, service, or organization, and make it a more competitive player in your marketplace.

In this session, participants will learn key steps to creating a compelling connection between the information your site visitors are seeking, the content you provide, and the actions you want them to take to develop or expand your relationships. We'll use the intersection of art, science, and intentionalism as our reference point in discussing the opportunities, challenges, and avoidable pitfalls of optimizing websites for high performance engagement with key audiences.

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

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

Presenter: [GLENN HEBERT](#), Horse Radio Network

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.

### **10:30 a.m. to 11:00 a.m.**

#### **Mid-Morning Coffee Break sponsored by The Humane Society of the United States**

AHP HorseCenter

### **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.

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

#### **Deep Dive: Reputation Management Series**

Guest Speaker: [BLAKE LEWIS](#), Founding Principal and COO, Three Box Strategic Communications

### **Part 2: Data Analytics**

Once your website has become an intentionally focused, value-adding resource for your readers, listeners, viewers, clients, or any other interested groups, action... and productivity... can kick into high gear. Simply put, a website that's properly designed and developed to engage and drive actions from key audiences often creates a pathway to learning, understanding, and then *knowing* what these constituents are seeking and how you can maximize your response to these opportunities.

However, leveraging specific learnings from results yielded by the SEO process often may not be relevant or may be the starting point of data analytics. An amazing amount of data is often accessible, with various levels of ready availability. Knowing where to start putting the obvious and not so obvious pieces together, efficiently and effectively, to improve relationships and performance is the target of data analytics.

In discussing Data Analytics, we'll talk about converting a stream of data points from a variety of sources – often just waiting to be accessed – into information that can increase the breadth and depth of relationships between an organization and its readers, listeners, viewers, clients, and other valuable stakeholders. Creating a hierarchy of valuable information and how it informs decisions you and others in your organization make can be the difference between great success... and, oftentimes... mediocre (at best) performance. Much of the information assembled may come from the SEO-guided website discussed in the previous session. Still, it just as often may come from mineable data sources elsewhere in your organization or from out in the marketplace. Guidance will be provided in identifying and implementing key drivers of success in assessing and using the information to improve your organization's performance in an increasingly challenging, complex marketplace. At the end of the day, the goal is to take data – raw material, often compared to individual bricks in a building – and create a process that serves as the mortar needed to connect a load of bricks into a highly functional wall of information.

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

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

Presenters:

**CARLY KADE**, award-winning author and the host of the Equestrian Author Spotlight Podcast

**HEATHER WALLACE**, award-winning non-fiction author and creator of The Bookstore for Horse Lovers

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 (Mane n' Tail, Cowboy Magic, Exhibitor's)**

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

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

Presenter: **LARRI JO STARKEY**, freelance editor, photographer, and writer

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.

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

**Deep Dive: Reputation Management**

Guest Speaker: **BLAKE LEWIS**, Founding Principal and COO, Three Box Strategic Communications

**Part 3: Reputation Management**

It's often said that a good defense is a strong offense. In the area of creating and maintaining reputation, actively using information to know where you stand is important in accomplishing this goal.

If SEO and Data Analytics operate in the present tense, how those who look to you or your clients for news and information feel about your "brand" speak in both present and future tenses. Many wait to "fix" a reputation issue when it becomes a public matter. In reality, the real process looks more like going to a bank, opening a savings account, and then working to deposit funds for a rainy day. When storm clouds start approaching your organization – whether you're a freelance writer, editor, or producer, or you consult with or operate a media organization – the "resources" you've deposited into your "reputation bank" become what's needed to reverse the impact of an issue, both with those

directly involved and others who are watching how you respond.

In this session, we'll go through processes and various tools that are critical to knowing your reputational "bank balance," then being able to apply this information against goals or targets to determine what action or actions need to be taken when – not "if" – trouble rises, from immediately to somewhat out into the future. Measuring the seriousness and extent of an issue, knowing how to leverage past performance in addressing a current issue, and prioritizing speed to market by taking action are all a part of the process of having and, where necessary, using a positive reputational "bank balance."

**2:30 p.m. to 3:00 p.m.**

**Mid-Afternoon Coffee Break sponsored by The Humane Society of the United States**

**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**

Announcement of the 2021 Equine Media Award Winners for material published in 2020.

Centerpieces provided by Breyer® Horses

**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).

For more information or to register for the 2021 AHP Equine Media Conference in Irving, Texas on September 16-18, visit <https://www.americanhorsepubs.org/2021-ahp-back-in-the-saddle-conference/>