



## 2023 AHP Equine Media Conference Schedule of Events (as of 6/16/2023)

### THURSDAY, JUNE 22, 2023

**9:00 a.m. to 3:00 p.m. (Check in 8:30 a.m.)**

**Old Town Scottsdale Self-Guided Tour**

*Bus departs from Front Entrance of Hotel*

**Milagros Restaurant off Lobby Opens at 6:30 a.m.**

**2:00 p.m. to 5:00 p.m.**

**Student Awards Finalists Interviews**

*Boardroom, Convention Center*

**4:30 p.m. to 6:00 p.m.**

**Early Registration**

*Convention Center Lobby*

**5:00 p.m. to 6:30 p.m.**

**Welcome Reception sponsored by Practical Horseman/Equine Network**

*Fiesta 1*

*Celebrating Practical Horsemen's 50th Anniversary*

*Light hors d'oeuvres and Cash bar*

### FRIDAY, JUNE 23, 2023

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

**Registration**

*Convention Center Lobby*

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

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

*Fiesta 1*

*Announcement of 2023 Equine Industry Vision Award Winner*

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

**AHP Equine Media Center**

*Fiesta 3*

AHP Equine Media Center is a media resource for attendees where members distribute material about their business and sample publications. Headquarters for EQUUS Television Network and Pop-Up Exhibitor, Lane Press.

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

**TRACK: CONTENT THAT GENERATES REVENUE**

**Branding Your Social Media**

*Tempe*

Presenters: CLAIRE TRAFTON and CAMRYN FAUST, Kimes Ranch

Talk with two marketing professionals from the team at Kimes Ranch about building a consistent brand image on social media and how best to utilize the platforms.

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

**TRACK: TRENDS IN MEDIA**

**45 Ideas: Elevate Your Pitch to Grow Your Business**

*Fiesta 2*

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

Panelists: RHIANNA RUSSELL, Catapult; EMILY DULIN, Brooke USA Foundation; NICHOLE CHIRICO, Horse & Rider; JACKIE MCFARLAND, EqSol

Making the sale or getting the job takes a new approach in this ever-changing media world. Adjusting your pitch, learning new skills, and being flexible can open new doors.

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

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

*AHP Equine Media Center*

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

**TRACK: TRENDS IN MEDIA**

**What Publishers Need to Know to be Successful Online in 2023**

*Fiesta 2*

Guest Speaker: ERIC SHANFELT, Founding Partner, Nearview Media

Publishers are overwhelmed by the huge variety of technologies and the pace of change in the digital landscape. In this session, 30-year digital media veteran, Eric Shanfelt, will simplify it all and help you focus on what you really need to be successful in 2023. From SEO and analytics, to social media, email and advertising, you'll walk away with several ideas you can quickly implement to grow your audience, grow your revenues, serve your readers, and be successful online.

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

**TRACK: FREELANCE MEANS BUSINESS**

**Self-Marketing for Freelancers: The Magic Ingredients**

*Redrock*

Co-Moderators: ABIGAIL BOATWRIGHT & KATE BRADLEY BYARS, The Freelance Remuda co-founders  
Panelists: ASHTON KIRKEIDE (social focus); CARLY KADE (author); MACKENZIE KIMBRO (TV, author, social branding); CHRIS DICKINSON (photographer)

What's the magic formula to get yourself or your work noticed? While we can't give you the potion, this panel of experts will give you the ingredients you need to craft a marketing approach and get that project!

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

**TRACK: THE ART OF STORYTELLING**

**Unearthing Truths and Crafting Stories: How to Weave a Nonfiction, Long-Form Narrative**

*Tempe*

Presenter: SUSAN FRIEDLAND, Author and Blogger

Have you pondered writing a non-fiction book but didn't know where to start? Does structuring a story longer than an article or blog post make your palms sweat? Is there a compelling topic you hope to explore in-depth and write about "someday," but someday hasn't dawned? Join equestrian author and blogger Susan Friedland as she pulls back the curtain on her research and writing process for her latest memoir *Marguerite, Misty and Me: a Horse Girl's Hunt for the Hidden History of Marguerite Henry and her Chincoteague Pony*. Discover resources, techniques and practices to power up your long-form nonfiction writing.

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

**Networking Luncheon sponsored by Boehringer Ingelheim**

*Fiesta 1*

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

**TRACK: TRENDS IN MEDIA**

**Town Hall: Impact of AI (Artificial Intelligence) on Equine Media**

*Fiesta 2*

Moderator: JEREMY MCGOVERN, AHP President  
Panelists: ERIC SHANFELT, Digital Media Executive, Consultant, Nearview Media; GARY WOLLENHAUPT, Content Marketing Writer; KIM BROWN, Publisher EquiManagement, Equine Network; SHELLEY PAULSON, Freelance Photographer

Is AI a threat, an opportunity, or a tool for the media industry? On a larger level, AI chatbots like ChatGPT have generated broader concerns that they will mislead people, spread falsehoods, violate copyright protections and upend some jobs.

Moderator Jeremy McGovern will lead a discussion with panelists on their views about artificial intelligence. Then he will open the floor for member questions for the panelists.

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

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

*AHP Equine Media Center*

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

**TRACK: CONTENT THAT GENERATES REVENUE**

**Maximizing Event Coverage: Bang for Your Buck and Theirs**

*Tempe*

Presenter: GABBY SCHIAVINO, Sr. Managing Editor of The Team Roping Journal, The Breakaway Roping Journal and CalfRoping.com (Equine Network)

Event coverage is no small task, so it should generate no small rewards. From pre-event coverage prep to post-event performance roundups, this presentation is a behind-the-curtain purview of how to set up your editorial team and your product for profitable and rewarding, cross-platform event coverage success. Together, we will explore how to create compelling content at the cross section of advertiser satisfaction and journalistic integrity.

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

**TRACK: FREELANCE MEANS BUSINESS**

**Podcasting Tips for Freelancers**

*Redrock*

Moderator: CARLY KADE, Equestrian Author Spotlight Podcast

Panelists: ABIGAIL BOATWRIGHT, Freelance Remuda; STEPHANIE RUFF, Dressage Today Podcast; HOLLY CACCAMISE, Horse Illustrated's Barn Banter Podcast

This session covers how to grow your business, getting through tough interviews, acquiring sponsors, video podcast trends and more.

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

**Special Awards Reception**

*Fiesta 1*

Honoring the 2023 AHP Student Award Finalists and the Winner of the 2023 AHP NextGen Award.

**Student Travel Awards presented by AHP Student Fund.  
Student Award cash awards presented by Equine Network LLC.**

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

**Fiesta del Mesa Buffet sponsored by Via Nova Training**

*Fiesta 1*

**SATURDAY, JUNE 24, 2023**

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

**Registration**

*Convention Center Lobby*

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

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

*Fiesta 1*

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

**AHP Equine Media Center**

Headquarters for EQUUS Television Network and Pop-Up Exhibitor, Lane Press.

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

**TRACK: CONTENT THAT GENERATES REVENUE**

**Build and Market Your First Online Course (Part 1 of 2)**

*Fiesta 2*

Presenter: SHELLEY PAULSON, Equine Commercial, Editorial, and Stock Photographer and Photography Educator

Share your expertise and get paid for it by creating engaging online educational content. The class will cover choosing a topic, designing a curriculum, and creating engaging

content. You will also learn how to market your course using social media and email marketing.

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

**TRACK: TRENDS IN MEDIA**

**Sharing Ideas: Trends in Media**

*Convention Center Boardroom*

Moderator: JEREMY MCGOVERN

Wrap up sessions in the track.

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

**TRACK: THE ART OF STORYTELLING**

**Framing the West, Composing Compelling Images**

*Tempe*

Guest Speaker: CHRIS DICKINSON, Photographer

Technical settings aside, shooting with an open heart gives both you and your subject the opportunity to connect on a much deeper emotional level while capturing authenticity. Chris Dickinson (cdphotog) shares impactful stories and images from the ranches and backroads while providing anecdotal remedies and ideas for creating compelling images.

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

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

*AHP Equine Media Center*

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

**TRACK: CONTENT THAT GENERATES REVENUE**

**Build and Market Your First Online Course (Part 2 of 2)**

*Fiesta 2*

Presenter: SHELLEY PAULSON, Equine Commercial, Editorial, and Stock Photographer and Photography Educator

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

**TRACK: FREELANCE MEANS BUSINESS**

**Best Business Practices for Freelancers**

*Redrock*

Moderator: JENNIFER BRYANT, Editor, Author

Panelists: KATE BRADLEY BYARS, Freelance Writer and Photographer; ALLISON REHNBERG, Marketing Coordinator, Equine Affaire; KARIN BUMP, Educator, Owner and Managing Director, Saddle Up NY; ANNA SOCHOCKY, Equi-Libris LLC

This session addresses accounting, stress and burnout, time management, work life balance, continuing education, editor relations, and more.

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

**TRACK: THE ART OF STORYTELLING**

**Sharing Ideas: The Art of Storytelling**

*Convention Center Boardroom*

Moderator: JENNIFER DENISON

Wrap up on sessions in the track.

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

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

*Fiesta 1*

**1:30 p.m. to 2:00 p.m.**

**General Membership Meeting**

Election of Board of Directors

*Fiesta 1*

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

**TRACK: FREELANCE MEANS BUSINESS**

**Lions & Tigers & Bears, Oh My!\***  
**Taming the Beasts Lurking in Your Publishing  
Contracts (Virtual Session)**

*Fiesta 1*

Presenter: MILT TOBY, Author and Retired Attorney

In this session, Award-winning author and retired attorney Milt Toby will discuss issues that may arise when negotiating a print or digital magazine article contract. These issues include the rights in the article you transfer to the publication and the rights you might want to keep, getting paid in a timely manner, warranties, and the dreaded indemnification clause. We'll also touch on the pros and cons of the Copyright Claims Board and Artificial Intelligence's place in publishing contracts. The presentation is geared toward writers, but the material also is suitable for editors and photographers. There will be time for questions, and attendees are invited to submit their questions in advance to [milttoby@hotmail.com](mailto:milttoby@hotmail.com).

\*With apologies to Dorothy, the Tin Man, and the Cowardly Lion.

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

**TRACK: CONTENT THAT GENERATES REVENUE**

**Sharing Ideas: Content That Generates Revenue**

*Convention Center Boardroom*

Moderator: KIM BROWN

Wrap up on sessions in the track.

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

**TRACK: TRENDS IN MEDIA**

**Think Like an Influencer Through Marketing  
Strategies**

*Redrock*

Moderator: STEPHANIE CHURCH, Editor-in-Chief, The Horse

Panelists: MACKENZIE KIMBRO, Cattle Rancher, Western

Industry Blogger/Influencer; KENZIE HOLMBERG, Western Brand and Lifestyle Photographer

This session is directed to marketing tips for publishers and freelance content creators to think like an influencer and incorporate collaborative marketing.

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

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

*AHP Equine Media Center*

Last chance networking and an opportunity to collect material from the media center.

**3:30 p.m. to 4:30 p.m.**

**TRACK: THE ART OF STORYTELLING**

**Never Burn Your Moving Boxes**

*Tempe*

Guest Speaker: JOLYN YOUNG, Author, Rancher

Jolyn Young writes about the comical side of living on a rural cattle ranch in the great American West on her blog and for Western Horseman magazine. Her story, and that of her family, was featured in the documentary film *Cowboys: A Documentary Portrait*. *Never Burn Your Moving Boxes* is her first book published by Trafalgar Square Books.

**3:30 p.m. to 4:30 p.m.**

**TRACK: FREELANCE MEANS BUSINESS**

**Sharing Ideas: Freelance Means Business**

*Conference Center Boardroom*

Moderator: JENNIFER BRYANT

Wrap up sessions in the track.

**4:30 p.m. to 5:00 p.m.**

**Board of Directors Meeting – closed session**

*Convention Center Boardroom*

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

**AHP Equine Media Award Reception sponsored by  
SUCCEED and Trafalgar Square Books**

*Convention Center Lobby*

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

**AHP Equine Media Awards Dinner and  
Presentations hosted by American Horse  
Publications**

*Fiesta 1 and 2*

Announcement of the AHP Equine Media Award Winners  
Centerpieces provided by Breyer® Horses