



★ *AHP Lone Star Seminar* ★

• **DALLAS 2025** •

AHP EQUINE MEDIA CONFERENCE SCHEDULE OF EVENTS

THURSDAY, MAY 15

6:30 AM - 3:30 PM

PRE-CONFERENCE TOUR

MEET IN HOTEL LOBBY

Weatherford Dream Tour

Join us on Thursday, May 15 for the Weatherford Dream Tour! (Additional event fee of \$65 applies.) We will be traveling by motorcoach to three stops in the Western performance horse mecca, Weatherford, Texas. We'll tour the world-class Oswood Stallion Station and their lineup of million-dollar stallions, visit with reining trainer Josh Tishman, explore new tech at Equine Sports Medicine & Surgery, and check out Teton Ridge's exclusive TR9 Ranch. Lunch is included at the world famous Teskey's Saddle Shop, with time for shopping, too. Then we'll head back to Dallas to kickoff the AHP Equine Media Conference in high style with the Farnam "Everything for the Ride" acoustic performance starring The Castellows!

1:30 PM - 3:30 PM

STUDENT AWARD FINALIST INTERVIEWS

TEAK

4:00 PM - 6:00 PM

REGISTRATION DESK OPEN

GALLERY

5:00 PM - 7:00 PM

WELCOME RECEPTION

CENTRAL

Farnam "Everything for the Ride"
acoustic performance starring The Castellows

Sponsored by Farnam



FRIDAY, MAY 16

7:30 AM - 5:00 PM	REGISTRATION DESK OPEN	GALLERY
8:00 AM - 9:15 AM	<p>BREAKFAST</p> <p><i>Equine Industry Vision Award Breakfast</i></p> <p>Announcement of 2025 Equine Industry Vision Award Winner</p> <p>Sponsored by Zoetis</p>	CENTRAL
8:00 AM - 4:00 PM	<p>AHP EQUINE MEDIA CENTER OPEN</p> <p>AHP Equine Media Center is a media resource for attendees where members distribute material about their business and sample publications. Headquarters for Media Exhibitors, EQUUS Television Network, Horse Radio Network.</p> <p>Sponsored by MARS Equestrian, Buckeye Nutrition and Antech/Sound</p>	CYPRESS
9:15 AM - 10:30 AM	<p>GENERAL SESSION</p> <p><i>The Cycle of Content, Collabs, and Connections – What's Waning and What's Evolving?</i></p> <p>Join a panel of equine media experts as they open our conference with a discussion on the evolving arena of content creation, strategic collaborations, and industry connections. This session will explore what's gaining momentum, what's fading out, and how equine media professionals can leverage new opportunities for storytelling and partnerships. Whether you're a journalist, freelancer, business owner, or part of an equine organization, you'll gain actionable insights on how to repurpose content, spark fresh ideas, and stay ahead in an ever-changing media landscape.</p> <p>KELLY GIORDANO, Founder & CEO, Avenue Equestrian (Moderator) DIANA DE ROSA, EQUUS Television Network SARAH JARVIS, Director of Marketing, Central Equine BECKY NEWELL, Editor-In-Chief, American Quarter Horse Association</p>	CENTRAL
10:30 AM - 11:00 AM	<p>MORNING COFFEE BREAK IN MEDIA CENTER</p> <p>Sponsored by Humane World for Animals</p>	CYPRESS
11:00 AM - 12:00 PM	<p>BREAKOUT SESSIONS</p> <p><i>Videography Part 1: Capture the Ride – Videography Basics for Non-Photographers</i></p> <p>In this hands-on session, we'll show content creators how to harness their smartphones or DSLR cameras to capture high-quality video content, whether in the barn or at the show. From framing shots to understanding basic video settings, we'll provide tips and tricks to help you gather compelling footage that tells your equestrian story. Attendees will leave with the skills to confidently shoot video at the conference and beyond, all while riding the learning curve of videography, and then take this content into tomorrow's session on video editing.</p> <p>DYLAN DAVIDSON, Director of Marketing & Creative Design, American Paint Horse Association</p>	EBONY

Use Conversion Funnels to Focus Your Marketing

NORTH

No matter what type of business you work for, there are four key steps to a successful conversion funnel for your community: attract, engage, convert, retain. This session will demystify conversion funnels and provide actionable strategies to transform your marketing efforts from scattered tactics to a laser-focused, results-driven system.

ERIC SHANFELT, Nearview Media

Innovative Sales Strategies for Boosting Print Revenue: Creative Packages & Partnerships

SOUTH

In today's competitive landscape, print publishers need to think beyond traditional ad sales to drive revenue. This session will explore creative sales packages, value-added offers, and strategic partnerships that appeal to advertisers and help build long-term revenue streams. Attendees will learn actionable ideas to enhance their sales approach, from bundling print with digital content to forming mutually beneficial collaborations with like-minded brands and associations.

LARA BURAU, Advertising Executive, The Plaid Horse

JOHN LUNN, Vice President, Enthusiast Media Group (Cowboy Publishing)

12:30 PM - 1:15 PM

NETWORKING LUNCH

CENTRAL

Sponsored by Boehringer Ingelheim

1:15 PM - 1:30 PM

BREAK

1:30 PM - 2:30 PM

BREAKOUT SESSIONS

How to Create a Successful Multi-Channel Brand

NORTH

Presented by Eric Shanfelt of Nearview Media, whether you're a subscription-based publication, member-supported association, or donor-funded non-profit, your BRAND and what it represents is your product. Your print publication, website, email newsletter, and social are simply spokes connecting your brand to the community you serve. Learn how to successfully connect with your community and drive action through multiple media channels and how print fits into that strategy.

ERIC SHANFELT, Nearview Media

Roundtable: What Your Editor Wants You to Know

SOUTH

Veteran editors Holly Caccamise (Horse Illustrated & Young Rider magazines), Jessica Hein (Paint Horse Journal & Chrome magazines), and Jen Paulson (Jen Paulson Creative, NRHA Pro Trainer, Reined Cow Horse News & formerly Horse & Rider magazines) share what makes a gold-star freelancer and one they can't wait to work with again and again. From pitching and prepping to stories and submission, these editors will share the insider track about what all freelancers should know to make themselves favorite members of the writers' remuda.

HOLLY CACCAMISE, Editor in Chief, *Horse Illustrated & Young Rider*

JESSICA HEIN, Editor-In-Chief & Senior Director of Communications, American Paint Horse Association

JEN PAULSON, Creative Content Strategist





What's In Your Tack Trunk? Equipment Faves & Demos

Ever wonder about the go-to gear the pros love? Blake Monroe of Wild Rodeo Photography dives deep into his gear bag for event-tested favorites that help him capture award-winning imagery—including some go-to accessories that won't break the bank.

BLAKE MONROE, Wild Rodeo Photography

EBONY

2:30 PM - 3:00 PM

AFTERNOON COFFEE BREAK IN MEDIA CENTER

Sponsored by Humane World for Animals

CYPRESS

3:30 PM - 4:30 PM

BREAKOUT SESSIONS

Covering the Moment

Event coverage doesn't have to follow a formula! Photographers Blake Monroe (Wild Rodeo Photography) and Dylan Davidson (Director of Marketing and Creative Design, American Paint Horse Association) share tips for making your event stories stand out with tips for keeping it fresh, whether you're capturing the event in word or image.

DYLAN DAVIDSON, Director of Marketing & Creative Design, American Paint Horse Association

BLAKE MONROE, Owner & Photographer, Wild Rodeo Enterprises

NORTH

Mastering Modern Marketing for Brand Growth

In the fast-paced world of marketing, staying ahead of the curve is essential. This session will cover how freelancers, business owners, and publishers can harness both traditional and modern marketing strategies to spur growth, boost brand visibility, and build lasting connections. Learn how to trot confidently between time-tested methods and innovative digital tactics to ensure your brand stays in the lead. We'll also dive into the most effective, cost-efficient marketing channels—like social media storytelling, email campaigns, and strategic partnerships—that are giving businesses the biggest return on investment in today's landscape.

MICHELLE BONDS, Digital Marketing Strategist, American Quarter Horse Association

TIFFANY DIPASQUALE, Executive Director of Sales & Marketing, Hotel Drover

AMANDA MACDONALD, Full Gallop Communications

SOUTH

4:30 PM - 5:30 PM

SPEED NETWORKING

Back by popular demand! Content buyers and content providers connect in a fast-paced format on Friday afternoon. Sign up at the registration desk.

TEAK

5:30 PM - 6:30 PM

SPECIAL AWARDS RECEPTION

Sponsored by W. F. Young/Absorbine

Honoring the 2025 AHP Student Award Finalists and the winner of the 2025 AHP NextGen Award. Student Travel Awards presented by AHP Student Fund;

Student Award cash awards presented by Equine Network LLC

PALM COURT

6:30 PM - 8:30 PM

DINNER BUFFET & PARTY

CENTRAL

Lasso the Night

Come dressed in your Western best! We'll have a Texas-sized dinner spread followed by line dancing instruction to work it all off! **Sponsored by USHJA**

SATURDAY, MAY 17

7:30 AM - 5:00 PM

REGISTRATION DESK OPEN

GALLERY

8:00 AM - 9:15 AM

BREAKFAST BUFFET

CENTRAL

Co-sponsored by Brooke USA Foundation and SmartPak Equine

8:00 AM - 4:00 PM

AHP EQUINE MEDIA CENTER OPEN

CYPRESS

AHP Equine Media Center is a media resource for attendees where members distribute material about their business and sample publications. Headquarters for Media Exhibitors, EQUUS Television Network, Horse Radio Network.

sponsored by MARS Equestrian, Buckeye Nutrition and Antech/Sound

9:15 AM - 10:30 AM

TOWN HALL

CENTRAL

Social License and Media's Role in Promoting Equine Welfare

AHP continues the conversation on social license to operate (SLO) that we began in 2024. Leaders from a variety of breeds and disciplines will share their perspectives. We'll look at how the horse industry has responded to SLO issues over the past year, including at the 2024 Paris Olympic Games, as well as at our roles as journalists and communicators both within our industry and to the general public.

JENNIFER BRYANT, USDF Connection (Moderator)

WHITNEY ALLEN, Executive Director, U.S. Hunter Jumper Association

HOLLY CACCAMISE, Editor in Chief, *Horse Illustrated & Young Rider*

DAVID DELLIN, CEO, American Paint Horse Association

STEPHANIE LYNN, Executive Director, National Snaffle Bit Association

TRACY SHEFFIELD, Executive Director, Texas Thoroughbred Association

BILLY SMITH, Commissioner, National Reining Horse Association

10:30 AM - 11:00 AM

MORNING COFFEE BREAK IN MEDIA CENTER

CYPRESS

Sponsored by Platinum Performance

11:00 AM - 12:00 PM

BREAKOUT SESSIONS

Videography Part 2: Reining It In - Editing Your Conference Footage into a Winning Video

EBONY

In this hands-on follow-up session, we'll take the video content you gathered at the conference and show you how to turn it into a polished, professional final





product. From trimming clips to adding transitions and music, we'll cover the essentials of video editing, with a focus on creating engaging, equestrian-focused content. Attendees will leave with the skills to confidently edit their footage and produce a finished video that's ready to share with the world—no fancy software required!

DYLAN DAVIDSON, Director of Marketing & Creative Design, American Paint Horse Association

Riding the Trail to New Business: A Practical Guide to Prospecting, Pitching and Negotiating

SOUTH

Freelance content creators and marketers will learn proven strategies for attracting new clients and building lasting business relationships. From crafting compelling pitches to mastering the art of negotiation, we'll explore practical, actionable tactics that can help you land your next project or partnership. Attendees will walk away with tools to confidently navigate client interactions and accelerate their growth, all while staying true to their unique voice and expertise in the equestrian industry.

KELLY GIORDANO, Founder & CEO, Avenue Equestrian (Moderator)

JEN PAULSON, Creative Content Strategist

12:30 PM - 1:15 PM

LUNCHEON

CENTRAL

Sponsored by Straight Arrow Products (Mane n' Tail, Cowboy Magic, Exhibitor's)

1:15 PM - 1:45 PM

GENERAL MEMBERSHIP MEETING

CENTRAL

1:45 PM - 2:45 PM

BREAKOUT SESSIONS

45 Ideas to Improve Your Efficiency & Organization

SOUTH

The 45 ideas panel is one of the most popular sessions that AHP has offered over the years at its annual conference. This session demonstrates the collaboration among members to share their knowledge and expertise with their peers. This year's focus is efficiency and organization tools. Moderated by author, speaker, and equine clinician Lisa Wysocky.

LISA WYSOCKY, Author, Podcast Host (Moderator)

Website Case Study

EBONY

Hannah Eichman (American Paint Horse Association Director of Youth and Amateur Activities) and Kendall Bierer (Brooke USA Donor Relations Officer) provide an in-depth examination of their respective web presences, touching on the creative process from concept to completion, highlighting design approach, best practices implemented, and plans future.

KENDALL BIERER, Brooke USA Foundation

HANNAH EICHMAN, Director of IT, American Paint Horse Association

2:45 PM - 3:15 PM

AFTERNOON COFFEE BREAK IN MEDIA CENTER

CYPRESS

Sponsored by Platinum Performance

3:15 PM - 4:15 PM

BREAKOUT SESSIONS

A.I. – It's All About That Prompt!

SOUTH

Get ready to harness AI with practical tools for writers and content makers! Hannah Eichman (American Paint Horse Association Director of Youth and Amateur Activities) will demystify AI by showing you how to use it as a valuable tool to boost your productivity and streamline your creative process by writing effective prompts to craft content without sacrificing your unique voice. Leave with practical skills and newfound confidence to integrate AI into your work and stay competitive in the evolving world of equine media.

HANNAH EICHMAN, Director of IT, American Paint Horse Association

Bridling the Conversation: Mastering Interview Techniques

EBONY

In this session, photographer Diana De Rosa, writer and editor Jennifer Bryant, writer Lisa Wysocky, and author a Wysocky, and podcaster Glenn Hebert explore how to ask the right questions that encourage your subjects to open up, whether you're capturing their story through written word, audio, or image. From understanding body language to crafting thoughtful, open-ended questions, we'll discuss techniques that help content creators build rapport and gain deeper insights into their equestrian subjects. Attendees will leave with the tools to guide meaningful conversations that bring out the heart of any story, whether on the page or through the lens.

JENNIFER BRYANT, USDF Connection (Moderator)

DIANA DE ROSA, EQUUS Television Network

GLENN HEBERT, Horse Radio Network

LISA WYSOCKY, Author, Podcast Host

5:30 PM - 7:00 PM

PREAKNESS WATCH PARTY LIVE

CENTRAL/NORTH

Preakness glasses compliments of Mid-Atlantic Thoroughbred

7:00 PM -8:30 PM

AHP EQUINE MEDIA AWARDS CELEBRATION DINNER

CENTRAL/NORTH

Sponsored by Purina Animal Nutrition

8:30 PM -9:30 PM

AHP EQUINE MEDIA AWARDS PRESENTATIONS

CENTRAL/NORTH

Announcement of the AHP Equine Media Award Winners

Centerpieces provided by Breyer®Horses



THANK YOU TO OUR 2025 AHP CONFERENCE SPONSORS:



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