

Meet at the Peak

AHP 2013 · COLORADO SPRINGS

JUNE 20-22, 2013 ~ COLORADO SPRINGS MARRIOTT ~ COLORADO SPRINGS, COLORADO

GUEST SPEAKERS

PATTI COLBERT



Patti Colbert is a "hands-on" promoter for the horse industry. From starting at the age of nine with a paint pony to the management of

large equine facilities and organizations, she has "done it all." Most of you will know her as the creator of the Extreme Mustang Makeover events, but in Colorado Springs, Patti addresses AHP members on the American Horse Council's new national marketing initiative, "Time to Ride," a program developed to help rejuvenate the horse industry. The **Keynote Address** is on Friday morning, June 21 following the announcement of the Equine Industry Vision Award.

RYAN DOHRN

Ryan Dohrn is the CEO of Brain Swell



Media LLC, which he founded after 15 years in the mainstream publishing and media industry. As the former General Manager of Morris

Magazines Interactive, Ryan created and managed the Internet strategies for 12 magazine web properties, one of which was top 500 consumer magazine Western Horseman. Ryan presents two days of learning. Friday's sessions include Our Future with Tablets, Revenue Generating Web Sites and

Digital Products and Strategic Planning/4D Revenue Media Success Model. Ryan's Saturday's sessions feature a sales track that includes four sessions focused on motivating and teaching you and your sales staff.

JONATHAN DORN

Jonathan Dorn, General Manager, AIM



Outdoor Group and Editor-in-Chief, Backpacker, presents two sessions on Friday afternoon,

June 21. A lifelong outdoor enthusiast, Jon loves to explore the world's most remote wild places and has been helping others enjoy new adventures for 15 years through his writing and editing. In recent years, he has led *Backpacker* to a series of editorial honors, including five National Magazine Awards. His sessions include Walking the Editorial/Advertising Line and How to Serve Your Readership: One Voice, Multiple Media, Broadening the Brand.

MILTON C. TOBY

Milt Toby is the author of *Dancer's Image: The Forgotten Story of the 1968 Kentucky Derby*, winner of the Dr. Tony Ryan Book Award for the best book about Thoroughbred racing published in 2011 and an American Horse Publications award for the best equine book of the year. An attorney based in Kentucky, Milt serves as Chair of the Contracts & Conflicts Committee for the American Society of Journalists and

(Continued on page 4)

SPECIAL EVENTS



AHP MEET N' GREET

Wednesday, June 19
5:00 p.m.–7:00 p.m.
Great Room Lobby
Colorado Springs Marriott
Come pickup your registration packet
and meet the early arrivals.



WELCOME TO COWBOYS AND HEROES

Welcome Reception is held at the ProRodeo Hall of Fame and Museum of the American Cowboy within walking distance of the Marriott.

Sponsored by MediaRadar
Entertainment by
Ben Brown and Jean Abernethy
Thursday, June 20
6:00 p.m.—8:00 p.m.

AHP provides shuttle service from the hotel only at 6:00 p.m. and 6:30 p.m.

EQUINE INDUSTRY VISION AWARD BREAKFAST

Friday, June 21 8:00 a.m.—9:30 a.m. The winner of the 2013 Equine Industry Vision Award, sponsored by **Zoetis** and presented by American Horse Publications, is announced.



AHP STUDENT AWARD **PARTY CELEBRATES THE 70'S**

Friday, June 21 5:30 p.m.—7:30 p.m.

This year's theme, Denim & Disco, is a 70s fusion of disco and country western. Attendees are invited to wear go-go or cowboy boots, tie dye or denim, bling or fringe or any combination. Zoetis sponsors the buffet. AQHA Publications and SUCCEED® sponsor the drinks.

In 2013, the AHP Student Award celebrates its 20th Anniversary. We have three talented Travel Award winners vying for the title of 2013 Student Award Winner in Colorado Springs including Lisa Kucharski, April Leonard and Misty Vidrine. Student Award cash awards are sponsored by AIM Equine Network and Publishers Press provides an all-expense paid trip to the winner to one of their Two-Day **Customer Education Seminars in** Louisville, Kentucky.

Come bid on a variety of items that support the AHP Student Fund. The Silent Auction opens at 10:00 a.m. and closes at 6:30 p.m. Raffle tickets will be sold for a free seminar registration to the 2014 AHP Seminar in Charleston to benefit the AHP Student Fund.

SPECIAL AWARDS LUNCHEON

Saturday, June 22 12:00 p.m. -1:30 p.m.

Following a luncheon sponsored by Downunder Horsemanship, AHP will announce the recipients of the 2013 AHP Chris Brune Spirit Award and the 2013 AHP Champion Award. The annual General Membership Meeting and election of the Board of Directors follows from 1:30 - 2:00 p.m.

SCHEDULE OF EVENTS

Wednesday, June 19, 2013

5:00 p.m. - 7:00 p.m. **Great Room Lobby**

Meet and Greet for Early Arrivals

Thursday, June 20, 2013

8:00 a.m. - 2:15 p.m. 5:00 p.m. - 6:00 p.m. **Great Room Lobby**

Optional Activities

Early Registration Early Registration

Trail Rides through the Garden of the Gods (Reservations closed)

Shuttle departs 8:15 a.m.; 11:15 a.m.; 2:15 p.m.

Manitou Springs Shuttle

Shuttle departs 9:45 a.m., 12:30 p.m., 3:30 p.m. Shuttle picks up at 12:45 p.m., 3:45 p.m., 6:15 p.m.

6:00 p.m. - 8:00 p.m. Welcome Reception at ProRodeo Hall of Fame and Museum of

the American Cowboy

ProRodeo Hall of Fame Sponsored by MediaRadar, Inc.

Friday, June 21, 2013

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

Registration

Equine Industry Vision Award Breakfast 8:00 a.m. - 9:30 a.m. Salon DE Sponsored by Zoetis

9:30 a.m. - 10:00 a.m. Keynote Address: Time to Ride. Rejuvenating the horse industry

Salon DE Guest Speaker Patti Colbert, Patti Colbert Enterprises 9:30 a.m. - 4:30 p.m. **AHP Resource Center and Lounge**

Salon ABC Sponsored by Farnam Horse Products

Publishing Service Provider: MetroPublisher 10:00 a.m. - 10:30 a.m. Mid-Morning Coffee Break Resource Center Sponsored by Buckeye Nutrition 10:00 a.m. - 6:30 p.m. **Student Fund Silent Auction** Salon FGH Auction closes from 3:30 - 5:30 p.m.

10:30 a.m. - 12:00 p.m. **Our Future with Tablets**

Aspen Leaf Guest Speaker: Ryan Dohrn, Brain Swell Media

10:30 a.m. - 12:00 p.m. THE VIEW of a Career Freelancer Eagle Nest Moderator: Jennifer Bryant

Panelists: Kara Stewart; Deborah Lyons; Fran Severn; and Diana

De Rosa

12:00 p.m. - 1:30 p.m. **Networking Luncheon** Salon DE Sponsored by Merial

Revenue Generating Web Sites and Digital Products 1:30 p.m. - 3:00 p.m. Aspen Leaf Guest Speaker: Ryan Dohrn, Brain Swell Media 1:30 p.m. - 3:00 p.m. Walking the Editorial/Advertising Line

Eagle Nest Guest Speaker: Jonathan Dorn, Editor-in-Chief, Backpacker

1:30 p.m. - 3:00 p.m. Sharing Ideas: Book Publishing - Pathways to Publication Great Room Conference Moderator: Milton C. Toby

3:00 p.m. - 3:30 p.m. Mid-Afternoon Coffee Break Resource Center Sponsored by Platinum Performance Strategic Planning/4D Revenue Media Success Model 3:30 p.m. - 4:30 p.m.

Aspen Leaf Guest Speaker: Ryan Dohrn, Brain Swell Media

3:30 p.m. - 4:30 p.m. How to Serve Your Readership: One Voice, Multiple Media,

Broadening the Brand

Eagle Nest Guest Speaker: Jonathan Dorn, Editor-in-Chief, Backpacker 3:30 p.m. - 4:30 p.m. **Sharing Ideas: Marketing Smart**

Great Room Conference Moderator: Emily Joyce, SmartPak Equine 5:30 p.m. - 7:30 p.m. Student Award Party - Denim & Disco

Sponsored by Zoetis

Reception co-sponsored by AQHA Publications and SUCCEED AHP Student Cash Awards sponsored by AIM Equine Network AHP Student Award Winner trip sponsored by Publishers Press

Salon DEFGH

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7:30 a.m. - 8:30 a.m. Speed Networking: A fast-paced session for content providers

and content users.

Salon DF Moderated by Cheryl Erpelding, California Riding Magazine

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

Salon Fover

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

Salon DE Co-sponsored by Absorbine and SmartPak

9:30 a.m. - 3:30 p.m. **AHP Resource Center and Lounge** Salon ABC Sponsored by Farnam Horse Products

Publishing Service Provider: Metro Publisher **New Media Sales Process For Success**

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

Guest Speaker: Ryan Dohrn, Brain Swell Media

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

Media Law Update Eagle Nest Speaker: Milton C. Toby, Attorney

9:30 a.m. - 10:30 a.m. Sharing Ideas: Taking, Preparing and Choosing Photos for

Publication

Great Room Conference Moderator: Diana De Rosa 10:30 a.m. - 11:00 a.m. Mid-Morning Coffee Break

Resource Center Sponsored by the Humane Society of the United States

10:30 a.m. - 2:00 p.m. **Awards Finalists on Display**

11:00 a.m. - 12:00 p.m. Creating and Executing Your Big 50 Prospect List

Guest Speaker: Ryan Dohrn, Brain Swell Media Aspen Leaf

11:00 a.m. - 12:00 p.m. Staying Afloat in a Sea of Change

Eagle Nest Speaker: Milton C. Toby, Attorney

11:00 a.m. - 12:00 p.m. **Sharing Ideas: Multi-Platform Editorial Crafting**

Great Room Conference Moderator: Whitney Allen, USHJA 12:00 p.m. - 1:30 p.m. **Special Awards Luncheon**

Salon DE Sponsored by Downunder Horsemanship

Presentations of AHP Champion Awards and Chris Brune Spirit

Award

1:30 p.m. - 2:00 p.m. **General Membership Meeting and Election of Officers**

Salon DF

Aspen Leaf

2:00 p.m. - 3:00 p.m. **LinkedIN Training and Online Recon for Sales** Aspen Leaf Guest Speaker: Ryan Dohrn, Brain Swell Media

2:00 p.m. - 3:00 p.m. 45 Ideas: Where and How to Use Video Eagle Nest Moderator: Pat Trowbridge, i-5 Publishing

> Panelists: Jeremy McGovern, Senior Editor/E-Media Director, American Farriers Journal; Karen Tappenden, Publisher, Holistic Horse; Sean Black, Digital Marketing Specialist, W.F. Young; and

Chad Mendell, Cowdog Media

2:00 p.m. - 3:00 p.m. **Sharing Ideas: Tablet and Phone Apps**

Great Room Conference Moderator: Tracy Gantz 3:00 p.m. - 3:30 p.m. Mid-Afternoon Coffee Break Resource Center Sponsored by Merck Animal Health 3:30 p.m. - 4:30 p.m. **Time Management for Sales Success**

Aspen Leaf Guest Speaker: Ryan Dohrn, Brain Swell Media 3:30 p.m. - 4:30 p.m. **Targeting Your Audience for Social Media Success** Eagle Nest Moderated by Jennifer Paulson, Horse & Rider

> Panelists: Diana DeRosa, Freelancer; Rose Feor, Senior Account Executive, Martino Flynn, W.F. Young; Tiffany Mead, Online Content and Marketing, MyHorse.com: Jody Reynolds, Director of Online/Interactive Communications, AQHA; and Lauren Feldman,

Editor, American Cowboy

3:30 p.m. - 4:30 p.m. Sharing Ideas for Students: Careers in Equine Publishing Great Room Conference Moderator: Christine Hamilton, The American Quarter Horse

Journal

6:00 p.m. - 7:00 p.m. **Awards Reception and Finalists Display**

Reception co-sponsored by Dover Saddlery and i-5 Publishing,

publishers of Horse Illustrated, Young Rider and

HorseChannel.com

7:00 p.m. - 10:00 p.m. **Awards Banquet and Presentations**

Salon EFGH Sponsored by Publishers Press

Centerpieces provided by Breyer Animal Creations

ANNUAL AWARDS BANQUET & PRESENTATIONS

Saturday, June 22 6:00 p.m. -10:00 p.m.

Publishers Press sponsors the Awards Banquet. A one-hour cocktail reception is co-sponsored by Dover Saddlery and i-5 Publishing, publishers of Horse Illustrated, Young Rider and HorseChannel.com. Breyer Animal Creations provide the centerpieces, which one lucky winner will win at each table. The highlight is the announcement of the winners in the 2013 AHP Awards Contest, the 2013 Adequan Human-Animal Bond Award and the 2013 Alltech A+ Equine-related

NETWORKING OPS

RESOURCE CENTER

Journalism Award.

The AHP Resource Center is a networking lounge and information center sponsored by Farnam Horse Products. Member literature, complimentary Internet access, and sponsored coffee breaks are available in this room on Friday and Saturday. Visit Publisher Service Provider, Metro Publisher, during coffee breaks.

NETWORKING LUNCHEON

Friday, June 21 12:00 p.m.-1:30 p.m.

Members gather for a luncheon sponsored by Merial and networking with fellow AHP members. Seating will be random and table numbers distributed at the door.

SPEED-NETWORKING

Saturday. June 22 7:30 a.m.—8:30 a.m.

Moderator: Cheryl Erpelding, Riding's **Publications**

Grab a cup of coffee or tea and get ready for an eye-opening way to start your day. This is a fast-paced session where content providers have a one-onone opportunity to pitch their ideas to content users in our publishing version of "speed dating."

Content User: An entity, such as a publisher or business that uses content in print or online for editorial and/or marketing purposes and accepts work

(Continued on page 5)

Authors and he is a frequent speaker on legal topics affecting writers, photographers, and publishers. Milt presents two sessions on Saturday, June



22. Staying Afloat in a Sea of Change addresses self-help tactics for freelancers who want to protect their rights in a volatile publishing environment, and Media Law Update

is a review of copyright, libel, and other legal issues affecting magazine publishers. Milt also moderates a Sharing Ideas session on **Book Publishing: Pathways to Publication** on Friday, June 21.

PANEL DISCUSSIONS

THE VIEW OF A CAREER FREELANCER

Friday—10:30 a.m.-12:00 p.m. Moderator: Jennifer Bryant Panelists: Kara Stewart; Deborah Lyons; Fran Severn; and Diana De Rosa

45 IDEAS: WHERE AND HOW TO USE VIDEO

Saturday—2:00 p.m.-3:00 p.m.Moderator: Pat Trowbridge, i-5 Publishing

Panelists: Jeremy McGovern, Senior Editor/E-Media Director, American Farriers Journal; Karen Tappenden, Publisher, Holistic Horse; Sean Black, Digital Marketing Specialist, W.F. Young; and Chad Mendell, Cowdog Media

TARGETING YOUR AUDIENCE FOR SOCIAL MEDIA SUCCESS

Saturday—3:30 p.m.-4:30 p.m. Moderated by Jennifer Paulson, Horse & *Rider*

Panelists: Diana DeRosa, Freelancer; Rose Feor, Senior Account Executive, Martino Flynn, W.F. Young; Tiffany Mead, Online Content and Marketing, MyHorse.com: Jody Reynolds, Director of Online/Interactive Communications, AQHA; and Lauren Feldman, Editor, American Cowboy

This panel discussion will focus on the social media platforms that prove successful to specific target audiences. The session will cover what social media platforms they use to successfully engage the horse population from their different perspectives.

AHP MEET AT THE PEAK SEMINAR 2013 SPONSORS

American Horse Publications is grateful to the sponsors whose generosity and support help us to provide members with an educational and memorable experience in Colorado Springs.

Diamond Sponsors

Publishers Press

Zoetis

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Adequan Human-Animal Bond Award
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Buckeye Nutrition
Cowboy Publishing Group
Humane Society of the United States
Merck Animal Health
MetroPublisher
Platinum Performance, Inc.

Contributing Sponsors

<u>Colorado State University Equine Science</u> <u>Horse Advertising Network</u> <u>The Rocky Mountain Quarter Horse Association</u>

SHIPPING

PLEASE SHIP PACKAGES, not to arrive any earlier than Monday, June 17th, to:

AHP Seminar/Christine W. Brune Marriott Colorado Springs Attn: Raymond Martinez 5580 Tech Center Dr. Colorado Springs, CO 80919 (719) 260-1800

INCLUDE COMPLETE RETURN ADDRESS

MARK NUMBER OF BOXES (i.e., Box 1 of 1, Box 1 of 2, etc.)

ITEMS TO PACK

- Digital devices: camera, tablet, laptop, smartphone, chargers
- Business cards
- Copies of your publication or promotional pieces (or ship to hotel)
- Extra room in your suitcase for sponsor giveaway items, purchases, promotional material and publications you will be bringing home.
- Wireless cards for meeting room sessions as wireless internet access may not always be available except for a hard wired access for speaker.
- Your silent auction item (or ship to hotel)

ATTIRE

- Seminar: Casual Comfort
- Awards Banquet: Casual Cocktail
- AHP Student Party: Wear your favorite 70s disco or country western attire. Go-go or cowboy boots, tie dye or denim, bling or fringe or any combination is welcomed at Disco & Denim.

HOTEL HEADQUARTERS



Colorado Springs Marriott
5580 Tech Center Drive
Colorado Springs, Colorado 80919
Phone: 719-260-1800

(Continued from page 3) from freelancers.

Content Users include: Kim Brown, EquiManagement and Stable Management.com; Jennifer Bryant, USDF Connection; Jennifer Paulson, Horse & Rider; Stephanie Church, The Horse / TheHorse.com; Whitney Allen, USHJA In Stride; Larri Jo Starkey, The American Quarter Horse Journal; Joe Zeimentz, PleasureHorse.com / Show Horse Today; Bonnie Wheatley, Barrel Horse News, Carol Trimmer, NRHA Reiner, Marian Carpenter, The Rocky Mountain Quarter Horse, Jill Medinger, Equestrian Quarterly.

Content Providers: An individual who provides written work or photographs for publication in print or online.

Participants will have 5 minutes to pitch their ideas before they will be asked to move on to the next content user.

There is no skipping, so spend your 5 minutes getting to know all participants. And since you only have 5 minutes, you will need to come prepared with your pitch, questions and business cards.

Samples of ideas to pitch would include articles, blogs, photographs, videos, social media content or maintenance, editing, marketing, etc.

This session is held in the breakfast room, so when you have made the rounds and visited all the Content Users, you can sit down and enjoy breakfast.

SHARING IDEAS

Sharing Ideas sessions are where members can discuss topics, exchange ideas and ask questions in an informal environment.

FRIDAY, JUNE 21 Book Publishing: Pathways to Publication

1:30 p.m.—3:00 p.m.

Moderated by Milt Toby
Authors have more publishing options
now than ever before. From traditional
publishers to self-publishing, ebooks or
print, the panel will explore the various
ways authors get their books to
readers. Come with questions and
share your own experiences.

Marketing Smart

3:30 p.m.—4:30 p.m.

Moderated by Emily Joyce, SmartPak

SATURDAY, JUNE 22 Taking, Preparing and Choosing

Photos for Publication

9:30 a.m. - 10:30 a.m. Moderated by Diana De Rosa This session will center on either choosing or taking photos and what you should be thinking about. We'll also talk about why photos are so important and which photos capture people's attention and why. This session is meant for photographers and non-photographers so that those choosing the photos can be guided by the photographers on what to look for and the photographers can be guided on how the publications go about choosing their photos. Both publications and photographers can benefit from this program.

Multi-Platform Editorial Crafting

11:00 a.m.—12:00 p.m.

Moderated by Whitney Allen, USHJA
Participants: Kim Brown, THINinc and
Christine Hamilton, *The American Quarter Horse Journal*

Tablet and Phone Apps

1:30 p.m.—2:30 p.m.

Moderated by Tracy Gantz

No matter what needs doing, there truly is an App for that. But how do you find the best ones amid the thousands now available? Let's share what works in our business—and we'll find some fun ones, too.

Careers in Equine Publishing for Students

3:30 p.m.—4:30 p.m. Moderated by Christine Hamilton, The American Quarter Horse Journal Participants: Gary Carpenter, Colorado State University Equine Sciences Program; Marian Carpenter, veteran editor, author and journalist; and Tara Christiansen Matlser, Internet editor for AQHA Publications and The American Quarter Horse Journal Where are the jobs to be found in the equine industry and equine media/publishing? How do I get my foot in the door? AHP has lined up three equine professionals with the specific experience and savvy to help answer these questions and more for AHP student members and student attendees. Don't miss out on the tips and advice they have to offer.

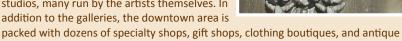
THINGS TO DO IN COLORADO SPRINGS

Colorado Springs, Colorado and the surrounding region have a "mountain-load" of attractions and things to do. The top visitor attractions are Pikes Peak, The Garden of the Gods, United States Olympic Training Center, and the United States Air Force Academy. But there are endless options. A couple of favorites are Glen Eyrie Castle Tours and the Pro Rodeo Hall of Fame. AHP seminar attendees will have an opportunity to tour the Pro Rodeo Hall of Fame at Thursday's welcome reception. The quaint town of Manitou Springs, Old Colorado City and downtown Colorado Springs are a short drive from the Colorado Springs Marriott, hotel seminar headquarters.

MANITOU SPRINGS

Hidden between Garden of the Gods and America's most famous mountain, Pikes Peak, lies the magical town of Manitou Springs. "Manitou", a Native American word for "spirit", describes this beautiful mountain community. Eleven naturally carbonated mineral spring fountains, located throughout this Historic town, run free for all who wish to enjoy the healing benefits.

A vibrant artisan community continues to grow and prosper in downtown Manitou Springs and there are more than a dozen galleries and studios, many run by the artists themselves. In addition to the galleries, the downtown area is



While Manitou Springs may be small in size, it is big in dining. Whether you're craving pizza or pancakes, a light snack or an elegant gourmet dinner, Manitou has a dining experience for every taste.



stores.

Several Pikes Peak area attractions are located in Manitou Springs, but may require a car. The Manitou and Pikes Peak Cog Railway takes you to the top of Pikes Peak elevation 14,115 feet. At the Cave of the Winds, you will descend into the colorful depths of Colorado. Miramont Castle and the Cliff Dwellings Museum will take you back in time.

Whether it's drinking from the springs, hiking, exploring, shopping, dining or just having fun, the options are endless in Manitou Springs.

For more information, visit http://manitousprings.org/ or download the 2013 Manitou Visitors Guide.

SHUTTLE SERVICES

On Thursday, June 20, AHP will offer seminar attendees and their guests a complimentary roundtrip shuttle to Manitou Springs. Shuttle will depart the Marriott at 9:45 a.m., 12;30 p.m. and 3:30 p.m. and will pickup in Manitou Springs at 12:45 p.m., 3:45 p.m. and 6:15 p.m.

The Marriott also offers a complimentary shuttle van service to hotel guests within a 7 mile radius. You must check the hotel front desk for availability.

ATTRACTIONS

For a list of area attractions, <u>click here</u> to download a PDF file.

If you are attending the Thursday night Welcome Reception, your admission to the ProRodeo Hall of Fame and Museum of the American Cowboy is included.

LINKS

COLORADO SPRINGS VISITOR BUREAU

PIKES PEAK COUNTRY
ATTRACTIONS

DINING OPTIONS

While your seminar registrations includes three meals on Friday and Saturday, you might want to venture out and try one of the area restaurants.

CLICK HERE for a list of restaurants. All will require transportation, so contact the hotel front desk for shuttle times or taxi service if you don't have a car.

DIRECTIONS

Directions to the Colorado Springs Marriott from both COS and Denver airports or driving North or South on I-25 are available on the AHP seminar page under <u>Transportation</u>.

SEMINAR CONTACT:

Chris Brune
E-mail: AHorsePubs@aol.com
Cell (386) 290-3253
after June 16

FOR SEMINAR ONLINE INFORMATION Click here