



June 16-18, 2011
Catamaran Resort Hotel & Spa
San Diego, California

Guest Speakers

RYAN DOHRN

Ryan Dohrn is the CEO of Brain Swell Media LLC. He is an Emmy award winning TV producer, has overseen over 3,000 Web site builds, is a nationally acclaimed speaker, and has been featured in *USA Today* and on *Forbes.com*.



Ryan presents several sessions starting with a two-hour session on Thursday titled *Digital Publishing Strategy*, that will cover setting your magazine up for

digital revenue success. Two additional sessions are scheduled for Friday and include *Selling Social Media* and *Creating Multi-Media Sales Proposals that WORK*. Ryan's fun style and deep knowledge will make this a seminar to not miss!

DEANNE GOODMAN

Deanne Goodman is the editor of *Carlsbad.Patch.com*, one of the community-news sites part of the Patch Network. Deanne is a veteran TV and Web news reporter, anchor and videographer. From North County San Diego, she left California for eight years while attending Vanderbilt University where she graduated Cum Laude with a BA in Communication Studies, and then lived in Mississippi and Oregon as a TV news reporter and main anchor. Deanne has appeared on numerous networks including CNN.



Deanne is the guest speaker for Saturday morning's session on *Basic Video Production: Using Video Online and in Digital Media*, moderated by Daniel K. Lew, MainStreet Media Group.

CRAIG REISS

Craig Reiss is a C-level media executive with extensive experience in revitalizing mature properties, launching successful new products, and crisis management of seemingly untenable businesses. He has been the principle creative and strategist on more than 260 publications and more than 200 digital extensions from print.



Craig presents a two-part session on Saturday morning covering *Discovery: What the Audience Wants and Application: The Formula for Market-Leading Editorial*. Print publications seeking to improve their design will not want to miss Craig's Saturday afternoon sessions on *The Emotional Handshake: Principles of Cover Design* and *Seeing Content: Magazine Design in a Pinched Landscape*.

BILL SHELTON

Bill Shelton is Co-Founder and President of "micro-agency" Left Field Creative. He and his partner Terri Lacey have developed a reputation for wrestling accounts and project work away from larger, more traditional agencies.



On Saturday afternoon, he begins with *Creativity and Creative Problem Solving*, a session that teaches you how to better understand creativity and how to work smarter, not harder. The second session, *By the Numbers - Fast Fixes to Problems Large and Small*, is a fun, fast-paced, exciting, information packed hour done in a live blog style. Bill addresses problems and opportuni-

(Continued on page 4)

Special Events

AHP Meet n' Greet

Wednesday, June 15, 2011
5:00 p.m.—7:00 p.m.
Location: Moray's Lounge
Catamaran Resort Hotel & Spa



Welcome to the Beach Party

Sponsored by Alltech, Inc.
Thursday, June 16, 2011
5:30 p.m.—7:30 p.m.
Location: Beach South



Equine Industry Vision Award Breakfast

Friday, June 17, 2011
8:00 a.m.—9:30 a.m.

The 2011 Equine Industry Vision Award will be presented to an outstanding equine industry visionary. The Equine Industry Vision Award is sponsored by Pfizer Animal Health and presented by American Horse Publications.



AHP Student Award Luau

Friday, June 17, 2011
5:30 p.m.—7:30 p.m.
Bar in Foyer opens at 5:15 p.m.
Luau Buffet at 5:30 p.m.
Floor Show starts at 6:00 p.m.

Don't miss the luau buffet, Polynesian floor show, and the musical talents of the renowned Ben Brown. Pfizer Animal Health sponsors the luau. AQHA Publications and SUCCEED® sponsor the drinks.

Come bid on or purchase raffle tickets for a variety of equine-related 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 go on sale Thursday. A free seminar registration to the 2012 AHP Seminar in Colonial Williamsburg, will be raffled at this event.

Special Awards Luncheon

Saturday, June 18, 2011
12:00 p.m. — 1:30 p.m.

Following a luncheon sponsored by Parelli Natural Horsemanship, AHP will announce the recipients of the 2011 AHP Chris Brune Spirit Award and the 2011 AHP Champion Award. The annual General Membership Meeting and election of the Board of Directors immediately follows from 1:30 - 2:00 p.m.

Annual Awards Banquet & Presentations

Saturday, June 18, 2011
5:30 p.m. — 10:00 p.m.

A one-hour cocktail reception is co-sponsored by Dover Saddlery and Branch Smith Printing. This year, Publishers Press steps up to sponsor the Awards Banquet. Breyer Animal Creations provide the centerpieces, which one lucky winner will win at each table, and announce the winner of the Breyer Beach Model Contest. Scenic décor is created by Red Pony Productions LLC.

The highlight of the evening is the announcement of the winners in the 2011 AHP Awards Contest for material published in and/or dated 2010, the 2011 Merit Human-Animal Bond Winner and the 2011 Alltech A+ Equine-related Journalism Award.

Networking OPs

Resource Center

The AHP Resource Center is a networking and conference lounge with information center. Sponsored by Farnam Horse Products, the Resource Center is a gathering place for members to meet during the day for conversation or just to unwind. Member literature, complimentary Internet access, and sponsored coffee breaks are available in this room on both Friday and Saturday. Closes at 3:30 p.m. on Saturday.

Networking Luncheon

Friday, June 17, 2011
12:00 p.m. — 1:30 p.m.

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

Speed-Dating for Freelancers

Want a little face time with an editor?

Friday, June 17, 2011
3:30 p.m. — 4:30 p.m.

Participating Editors include: Ken Amoroso, *Western Shooting Horse Magazine*; Norma Vela, *Today's Horse Trader*; Kim F. Miller, *California Riding Magazine*; Cathy Laws, *Active Interest Media*; Jennifer Bryant, *USDF Connection*.

FOLLOW US

AHP Seminar Blog

www.ahpseminar.blogspot.com

Twitter

www.twitter.com/ahpseminar

Schedule of Events

Thursday, June 16, 2011

- | | |
|------------------------|---|
| 8:00 a.m. - 9:00 a.m. | Board of Directors Breakfast
<i>Atoll Restaurant</i>
Sponsored by <i>Equine Resources International</i> |
| 9:00 a.m. - 12:00 p.m. | Board of Directors Meeting
<i>Rousseau West</i> |
| 9:00 a.m. - 5:00 p.m. | Early Registration
<i>Kon Tiki Foyer</i> |
| 1:00 p.m. - 3:00 p.m. | Digital Publishing Strategy
<i>Macaw/Cockatoo</i>
Guest Speaker: <i>Ryan Dohrn, Brain Swell Media</i> |
| 3:00 p.m. - 3:30 p.m. | Mid-Afternoon Coffee Break
Sponsored by <i>Pegasus Television Network</i> |
| 3:30 p.m. - 4:30 p.m. | Sharing Ideas Forum: Digital Publishing
<i>Macaw/Cockatoo</i>
Moderated by <i>Kim Brown, Kentucky Equine Research</i> |
| 5:30 p.m. - 7:30 p.m. | Welcome to the Beach Party
<i>Beach South</i>
Sponsored by <i>Alltech, Inc.</i>
<i>Weather Backup – Kon Tiki</i> |

Friday, June 17, 2011

- | | |
|-------------------------|--|
| 7:30 a.m. - 9:30 a.m. | Registration
<i>Kon Tiki Foyer</i> |
| 8:00 a.m. - 9:30 a.m. | Equine Industry Vision Award Breakfast
<i>Kon Tiki</i>
Sponsored by <i>Pfizer Animal Health</i> |
| 9:30 a.m. - 10:00 a.m. | Media Trends in Publishing
<i>Kon Tiki</i>
Keynote Speaker: <i>Skip Zimbalist, Chairman and CEO of Active Interest Media</i> |
| 9:30 a.m. - 4:30 p.m. | AHP Resource Center and Lounge
<i>Toucan</i>
Sponsored by <i>Farnam Horse Products</i> |
| 10:00 a.m. - 10:30 a.m. | Mid-Morning Coffee Break
<i>Resource Center</i>
Sponsored by <i>Troxel, LLC</i> |
| 10:00 a.m. - 6:30 p.m. | Student Fund Silent Auction and Raffle
<i>Kon Tiki Foyer</i> |
| 10:30 a.m. - 12:00 p.m. | Selling Social Media
<i>Macaw</i>
Guest Speaker: <i>Ryan Dohrn, Brain Swell Media</i> |
| 10:30 a.m. - 12:00 p.m. | Facebook and Twitter for Beginners
<i>Cockatoo</i>
Guest Speaker: <i>Mandee Widrick, ChargedUp Media</i> |
| 10:30 a.m. - 12:00 p.m. | Getting to Know Your AHP Benefits
<i>Boardroom West</i>
Moderated by <i>Chris Brune, AHP Executive Director</i> |
| 12:00 p.m. - 1:30 p.m. | Networking Luncheon
<i>Kon Tiki</i>
Sponsored by <i>Merial, Ltd.</i> |
| 1:30 p.m. - 3:00 p.m. | Creating Multi-Media Sales Proposals that WORK
<i>Macaw</i>
Guest Speaker: <i>Ryan Dohrn, Brain Swell Media</i> |
| 1:30 p.m. - 3:00 p.m. | Advanced Social Media Marketing
<i>Cockatoo</i>
Guest Speaker: <i>Mandee Widrick, ChargedUp Media</i> |
| 1:30 p.m. - 3:00 p.m. | Sharing Ideas Forum: Small Publishers
<i>Boardroom West</i>
Moderated by <i>Cheryl Erpelding, Riding's Publications</i> |
| 3:00 p.m. - 3:30 p.m. | Mid-Afternoon Coffee Break
<i>Resource Center</i>
Sponsored by <i>Platinum Performance</i> |
| 3:30 p.m. - 4:30 p.m. | Public Relations for Small Business Owners
<i>Cockatoo</i>
Guest Speaker: <i>Mandee Widrick, ChargedUp Media</i> |
| 3:30 p.m. - 4:30 p.m. | Speed-Dating for Freelancers and Editors
<i>Macaw</i> |
| 3:30 p.m. - 4:30 p.m. | Dancer's Image: Selling Your Book to a Non-Equine Publisher
<i>Boardroom West</i>
Speaker: <i>Milt Toby</i> |
| 5:30 p.m. - 7:30 p.m. | HUKILAU Student Award Luau
<i>Kon Tiki and Foyer</i>
Sponsored by <i>Pfizer Animal Health</i>
Bar opens at 5:15 p.m.
Reception co-sponsored by <i>AQHA Publications and SUCCEED®</i>
Floor Show starts at 6:00 p.m. |

Saturday, June 18, 2011

- 7:30 a.m. - 9:30 a.m. **Registration**
Kon Tiki Foyer
- 8:30 a.m. - 9:30 a.m. **Breakfast**
Kon Tiki
Co-sponsored by Absorbine and American Horse Publications
- 9:30 a.m. - 3:30 p.m. **AHP Resource Center and Lounge**
Toucan
Sponsored by Farnam Horse Products
- 9:30 a.m. - 10:30 a.m. **The Audience Whisperer - Part 1: Discovery - What the Audience Wants**
Macaw
Guest Speaker: Craig Reiss
- 9:30 a.m. - 10:30 a.m. **45 Ideas on Photographing Different Disciplines**
Cockatoo
Moderated by Pat Trowbridge, BowTie, Inc.
Panelists: Diana De Rosa (Hunters, Jumpers, Equitation), Milt Toby (Racing and Copyrights), Arnd Bronkhorst (Dressage, Eventing, Horses at Liberty), and Gail Bates (Western and Stock Events)
- 9:30 a.m. - 10:30 a.m. **Sharing Ideas Forum on the Beach**
Beach South
Moderated by Summer Best, Florida Equine Publications
- 10:30 a.m. - 11:00 a.m. **Mid-Morning Coffee Break**
Resource Center
Sponsored by Kentucky Equine Research
- 10:30 a.m. - 3:30 p.m. **Awards Finalists on Display**
Kon Tiki Foyer
(Also display during the Awards Banquet)
- 11:00 a.m. - 12:00 p.m. **The Audience Whisperer - Part 2: Application - The Formula for Market-Leading Editorial**
Macaw
Guest Speaker: Craig Reiss
- 11:00 a.m. - 12:00 p.m. **Basic Video Production: Using Video Online and in Digital Media**
Cockatoo
Moderated by Daniel K. Lew, MainStreet Media Group
Guest Speaker: Deanne Goodman, Editor of Carlsbad.Patch.com
- 11:00 a.m. - 12:00 p.m. **Sharing Ideas Forum: Social Media**
Boardroom West
Moderated by Stephanie Church, The Horse
- 12:00 p.m. - 1:30 p.m. **Special Awards Luncheon**
Kon Tiki
Sponsored by Parelli Natural Horsemanship
- 1:30 p.m. - 2:00 p.m. **General Membership Meeting and Election of Officers**
Kon Tiki
- 2:00 p.m. - 3:00 p.m. **The Emotional Handshake: Principles of Cover Design**
Macaw
Guest Speaker: Craig Reiss
- 2:00 p.m. - 3:00 p.m. **Creativity and Creative Problem Solving**
Cockatoo
Guest Speaker: Bill Shelton, Left Field Creative
- 2:00 p.m. - 3:00 p.m. **Sharing Ideas Forum: Marketing for Yourself or Your Business**
Boardroom West
Moderated by Diana De Rosa, Press Link
- 3:00 p.m. - 3:30 p.m. **Mid-Afternoon Coffee Break**
Resource Center
Sponsored by Intervet / Schering-Plough Animal Health
- 3:30 p.m. - 4:30 p.m. **Seeing Content: Magazine Design in a Pinched Landscape**
Macaw
Guest Speaker: Craig Reiss
- 3:30 p.m. - 4:30 p.m. **By the Numbers - Fast Fixes to Problems Large and Small**
Cockatoo
Guest Speaker: Bill Shelton, Left Field Creative
- 5:30 p.m. - 10:00 p.m. **Awards Banquet and Presentations**
Kon Tiki
Sponsored by Publishers Press
Reception co-sponsored by Dover Saddlery and Branch Smith Printing
Centerpieces provided by Breyer Animal Creations
Awards Banquet Scenic Decor sponsored by Red Pony Productions, LLC and If Your Horse Could Talk - Lisa Ross-Williams and Kenny Williams

Seminar Contact: Chris Brune

Phone (386) 760-7743 / Fax: (386) 760-7728

E-mail: AHorsePubs@aol.com

FOR SEMINAR ONLINE INFORMATION

Shuttle Services, Parking, Directions, Attire, Weather

GO TO

www.americanhorsepubs.org/programs/seminars/index.asp

Sharing Ideas Forums

Sharing Ideas Forums are where members can discuss any topics, exchange ideas and ask questions in an informal environment. In San Diego, attendees will have multiple opportunities to explore ideas with others as there are forums on several topics.

Thursday, June 16, 2011

Digital Publishing

3:30 p.m.—4:30 p.m.

Moderated by Kim Brown

Friday, June 17, 2011

Small Publishers

1:30 p.m.—3:00 p.m.

Moderated by Cheryl Erpelding

Saturday, June 18, 2011

On the Beach

9:30 a.m.—10:30 a.m.

Moderated by Summer Best

Social Media

11:00 a.m.—12:00 p.m.

Moderated by Stephanie Church

Marketing for Yourself or Your Business

2:00 p.m.—3:00 p.m.

Moderated by Diana De Rosa

45 Ideas on Photographing Different Disciplines

The popular 45 Ideas in 45 Minutes session will feature a panel of photographers who will share advice on photographing different disciplines. If you are a publication staff or freelance photographer who finds yourself covering an event with multiple disciplines and you seek guidance on how to shoot the disciplines that are out of your area of expertise, this session is for you. Moderated by Pat Trowbridge, the session is held on Saturday morning. Panelists include: Gail Bates, Arnd Bronkhorst, Diana De Rosa and Milt Toby.

HOTEL HEADQUARTERS

Catamaran Resort Hotel & Spa

www.catamaranresort.com

Shipments to the Catamaran

PLEASE SHIP PACKAGES, not to arrive any

earlier than Monday, June 13, 2011, to:

Attn: Christine Brune

American Horse Publications Seminar

June 15-18, 2011

Kim Gaines, Director of Convention Services

Catamaran Resort Hotel & Spa

3999 Mission Blvd.

San Diego, CA 92109

Phone: 858-539-8717

AHP Members who stay at the Catamaran Resort get Extra Perks

- * Complimentary Wireless Internet Access in all the guestrooms and beach service
- * Complimentary access to Indoor/Outdoor Bay Front Fitness Facility
- * \$15 Discount on Any Spa Treatment (50-Minutes or more) with 7-Days Advance Reservation
- * Complimentary Boarding Passes to the Bahia Belle Sternwheeler
- * Onsite Water Sports Rentals

ties large and small, faced by publishers and marketers in the equine industry.

MILTON C. TOBY

Milt Toby is an attorney, author, and photographer with a lifelong interest and involvement in the horse industry. He has been writing professionally about horses since 1972, first as a staff writer for



The Blood-Horse and more recently as a freelancer for a number of publications. Milt is the author of six books, including *Dancer's Image: The Forgotten Story of the 1968 Kentucky Derby*, *The Complete Equine Legal and Business Handbook*, and

Ruffian. Milt presents a session titled, *Dancer's Image: Selling Your Book to a Non-Equine Publisher* on Friday afternoon.

MANDEE WIDRICK

Mandee Widrick is CEO of ChargedUp Media, a social media marketing company, and trains other entrepreneurs and business owners how to market online using sites like Facebook, Twitter, YouTube and similar sites. In January 2010, Mandee founded *Horse Family™ Magazine*, an online blog for equestrians which has now grown to accumulate over 8,000 followers on social networks.



Her first session on Friday, Facebook and Twitter for Beginners, discusses these two major social networking sites and how to utilize them to get

you noticed online. If you are already active on social media and looking for the next step to grow your networks, then her next session *Advanced Social Media Marketing* is for you. Learn how Mandee has successfully built a following of thousands in the horse industry for her online magazine, *Horse Family™*.

Mandee's final session, *Public Relations for Small Business Owners*, helps you get creative in your business marketing efforts. Learn how to come up with unique strategies and methods that will get your business noticed.

SKIP ZIMBALIST

Skip Zimbalist delivers the keynote address on *Media Trends in Publishing* on Friday morning. Skip is Chairman and CEO of Active Interest Media (AIM), a media company formed in 2003 to serve niche enthusiast markets. AIM publishes multiple equine publications and websites, such as *EQUUS* and *Horse & Rider*, EquiSearch.com and Equine.com to name a few.



Prior to AIM, Skip held a variety of positions at *Times Mirror* and served as Chairman and CEO of *Correia Art Glass, Inc.*, a family-owned business.

AHP Hoofprints in the Sand Seminar 2011 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 San Diego.

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Publishers Press

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Nikon/Southern Eighths Farm

ST Publishing

The Ovid Bell Press, Inc.

EXPERIENCE SAN DIEGO YOUR WAY



OUTDOOR ACTIVITIES

Catamaran Resort Water Sports Rentals
<http://www.catamaranresort.com/activities/water-sports/>

Mission Bay Golf Course and Practice Center
<http://www.sandiego.gov/park-and-recreation/golf/mbgolf.shtml>
Nearest golf course to Catamaran Resort
2702 N. Mission Bay Dr., San Diego, CA 92109 - 858-581-7880

Riverwalk Golf Club – Mission Valley
<http://www.sandiego.org/listing/Visitors/4935>
American Golf's 27-hole championship resort golf course located five minutes from downtown. - 619-296-GOLF

Surf Lessons
www.mehunesurf.com or www.oceangirlsurfschool.com

TOURS AND ATTRACTIONS

Balboa Park
<http://www.balboapark.org/in-the-park>
Balboa Park is a 1200-acre urban park with performing arts and international culture organizations, 15 museums, restaurants, zoo, gardens, hiking and biking trails located in the heart of San Diego.



Belmont Park – Mission Beach
www.belmontpark.com
From the Roaring Twenties and into the 21st Century, Belmont Park has been amusing and entertaining generations of San Diego residents, and millions of visitors. This is one of the last beach and boardwalk fun centers left in California with fun and thrills for the whole family.

Family Tours to San Diego Attractions
<http://www.trustedtours.com/store/San-Diego-C3.aspx>
See Catamaran Resort Concierge. Discounted tickets available in Hotel Gift Shop

Old Town San Diego
<http://www.oldtownsandiego.org/> <http://www.oldtownsandiego.org/guide.com/>
Old Town San Diego is nestled in heart of San Diego, with more than 150 shops, award-winning restaurants, 17 museums, and historical sites .

San Diego Zoo / San Diego Safari Park
www.sandiegozoo.org

Sea World San Diego
<http://www.seaworld.com/sandiego/default.aspx>

Trolley Tour
www.trolleytours.com/san-diego
See Catamaran Front Desk for hotel pickup schedule and trolley stops



USS Midway Museum – Downtown San Diego
www.midway.org
Visitors to the USS Midway Museum enter a floating city at sea and walk in the footsteps of 225,000 Midway sailors who served our country and upheld the American ideals of strength, freedom and peace.

SHOPPING

Seaport Village – Downtown San Diego
www.seaportvillage.com
14 acre waterfront shopping, dining and entertainment complex recreating a harbor side setting of a century ago.

Westfield Horton Plaza Shopping Center – Downtown San Diego
<http://westfield.com/hortonplaza/>
Macy's welcomes AHP with a 10% Savings Pass (available at registration)

HORSE-RELATED ACTIVITIES

San Diego Zoo Safari Park and Przewalski Wild Horses
Once known as the San Diego Wild Animal Park, today's San Diego Zoo Safari Park was renamed to capitalize on safari-type options at this nearby Escondido attraction which is home to 14 of the world's rare Przewalski wild horses. AHP members with serious editorial interest in the Przewalski wild horses at the San Diego Zoo's Safari Park, should contact PR rep Dani Dodge Medlin right away! She's offered to organize a special media visit for a limited number of journalists to see the park's Przewalski horses! Contact: Dani Dodge Medlin, San Diego Zoo Global PR representative
619-718-3504; DDodge@sandiegozoo.org

Trail Riding on Beach
If you are itching to get on a horse, Happy Trails, located in the South Bay of San Diego, adjoins the only beach in San Diego County where you can ride a horse. www.happytrailssandiego.com

Schedule a Tour at Steffen Peters' Dressage Training Barn in Escondido Arroyo Del Mar is a world-class training and boarding facility located in beautiful San Diego and conveniently close to the Del Mar Show grounds. Members who arrive early or stay late may contact Cheryl Erpelding at cher-yl@ridingmagazine.com to arrange a visit. Steffen will only be available during the week, not on weekends.

Attend a Dressage Show in Del Mar
California Dressage Society San Diego Chapter is hosting its first of three in their Summer Show Series. Many riders and trainers will be competing on some of the top talented horses around where all breeds are seen. Del Mar Showpark, 14550 El Camino Road, Del Mar, CA 92014; Dates: Saturday, June 18th and Sunday, June 19th; Time: 9 a.m. to 4 p.m. / Admission: Free; <http://www.sandiegodressage.com/>

See the Pure Spanish Horse
Panadero XLVI, the legendary Pura Raza Española stallion of Liberty Exhibition fame, comes from the world-renowned bloodlines of the Cárdenas Stud of Spain and the Yeguada Militar. The Pure Spanish Horse, or P.R.E., is a rare breed not often seen in the United States and is one of the oldest breeds in the world today. To schedule a visit or see a demonstration, contact: Lisa Alley-Zarkades, of E.T. Horn, lalley@ethorn.com 949-697-5003, www.mypanadero.com

Wine Country Trails
<http://www.winecountrytrailsbyhorseback.com/>
Wine Country Trails by Horseback is a newly established business that offers a unique way to experience the beauty of Temecula Valley's Wine Country.

RESTAURANTS AND NIGHTLIFE

List of Restaurants within walking distance or near-by Catamaran Resort (pdf)
http://www.americanhorsepubs.org/programs/seminars/files/2011/Beach_Area_Restaurants.pdf

Downtown Gaslamp Quarter – Downtown San Diego
www.gaslamp.org - Dining, shopping, entertainment and San Diego's beautiful Victorian National Historic District

San Diego's Little Italy – Downtown San Diego
<http://www.littleitalysd.com/>
A stable ethnic business and residential community since the 1920's Little Italy represents Downtown San Diego's oldest continuous neighborhood business district.



SAN DIEGO INFORMATION www.sandiego.org