



MAY 31 TO JUNE 2, 2012
WOODLANDS HOTEL & CONFERENCE CENTER
COLONIAL WILLIAMSBURG, VIRGINIA

GUEST SPEAKERS



MATT BAILEY
 founder and president of SiteLogic Marketing, is the foremost expert in web persuasion. He is a 20-year marketing

veteran and master of digital marketing. He is known for his conversational, entertaining speaking style and his ability to make technical topics both understandable and practical. Matt presents two sessions at the AHP seminar. The first session on Friday morning from 10:30 a.m. to 12:00 p.m. is titled **Analytics Made Fun and Easy**. His second session will be held on Saturday morning from 11:00 a.m. to 12:00 p.m. on **Online Marketing Tools and How to Use Them**.

TANYA HEINS



Tanya has a background in education marketing, digital publishing, design and teaching. In 1998 she

formed Numen Communications Inc., a consulting company with expertise in educational technology and visual communication design. **Planning Your Shift to a Digital Publication Workflow** is the focus of two sessions presented by Tanya on Saturday afternoon. The first hour long presentation will provide

perspective from the 'front lines' and cover trends, production workflow, changes in skills along with new distribution channels. After the break, the second hour of the presentation will demonstrate a range of production tools and discuss considerations for interactive media development.



JODY JAFFE & JOHN MUNCIE

Jody is the author of the equine mystery series: "Horse of

a Different Killer," "Chestnut Mare Beware," "In Colt Blood," and the upcoming, "Whoa Nellie." She and her husband, John Muncie, have taught fiction writing at the Bethesda Writer's Center and journalism at Georgetown, Washington & Lee and Hollins universities, in addition to holding private writing workshops through their company, The Comma Factory. Join this dynamic journalistic husband and wife team for **Better Story Crafting** on Friday afternoon from 1:30 to 3:00 p.m.

ELISABETH MCMILLAN & CHAD MENDELL

Elisabeth is the editor and founder of EquestrianProfessional.com – The Horse Business Site. She is an equine business and marketing consultant and an industry expert on Social Media. Chad is the former executive editor of *The Horse: Your Guide To Equine Health Care* and

(Continued on page 4)

SPECIAL EVENTS

AHP MEET N' GREET

Wednesday, May 30, 2012
 5:00 p.m.–7:00 p.m.
 Hospitality Suite, Room 5136
 Williamsburg Woodlands Hotel
 Drinks and light snacks compliments of Contributing Sponsors.



WELCOME TO COLONIAL WILLIAMSBURG

Welcome Reception to be held at the Colonial Williamsburg Stables. Sponsored by Alltech, Inc. Thursday, May 31, 2012 6:00 p.m.—8:00 p.m. The "Quarter Path" Shuttle Service between the Woodlands Hotel and Colonial Williamsburg Stables sponsored by the American Quarter Horse Foundation. Shuttle bus operates from 5:30 p.m. to 8:30 p.m. outside hotel lobby.

EQUINE INDUSTRY VISION AWARD BREAKFAST

Friday, June 1, 2012
 8:00 a.m.—9:30 a.m.
 The winner of the 2012 Equine Industry Vision Award, sponsored by Pfizer Animal Health and presented by American Horse Publications, is announced.



AHP STUDENT AWARD PARTY

Friday, June 1, 2012
 5:30 p.m.—7:30 p.m.
 Wander into an 18th century tavern, enjoy a glass of ale, sample Colonial faire, and be entertained AHP's balladeers Ben Brown and Jean Abernethy. Pfizer Animal Health sponsors the buffet. AQHA Publications and SUCCEED® sponsor the drinks.

Five horses have been nominated for the **AHP "Great American Horse,"** including Justin Morgan's Figure, Secretariat, Wimpy P-1, Rugged Lark and Man o' War. Attendees will VOTE for their favorite.

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. A free seminar registration to the 2013 AHP Seminar in Colorado Springs, will be raffled at this event.

SPECIAL AWARDS LUNCHEON

Saturday, June 2, 2012
12:00 p.m. —1:30 p.m.

Following a luncheon sponsored by eyeD, AHP will announce the recipients of the 2012 AHP Chris Brune Spirit Award and the 2012 AHP Champion Award. The annual General Membership Meeting and election of the Board of Directors follows from 1:30 - 2:00 p.m.

ANNUAL AWARDS BANQUET & PRESENTATIONS

Saturday, June 2, 2012
5:30 p.m. —9:30 p.m.

A one-hour cocktail reception is co-sponsored by Dover Saddlery and Ovation Graphics dba Branch Smith. Publishers Press sponsors the Awards Banquet. 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 2012 AHP Awards Contest, the 2012 Merial Human-Animal Bond Winner and the 2012 Alltech A+ Equine-related Journalism Award.

NETWORKING OPS

RESOURCE CENTER

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.

NETWORKING LUNCHEON

Friday, June 1, 2012
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.

SCHEDULE OF EVENTS

WEDNESDAY, MAY 30, 2012

5:00 p.m. - 7:00 p.m. **Meet and Greet for Early Arrival**
Hospitality Suite, Room 5136, Woodlands Hotel

THURSDAY, MAY 31, 2012

8:00 a.m. - 1:30 p.m. **Early Registration**
5:00 p.m. - 6:00 p.m. *Purchase Colonial Williamsburg Passes*
Hospitality Suite, Room 5136, Woodlands Hotel
9:30 a.m. - 12:30 p.m. **Guided Walking Tours of Colonial Williamsburg**
Meet at 9:15 a.m. in Hotel Lobby
1:30 p.m. - 4:30 p.m. Reservations required
Meet at 1:15 p.m. in Hotel Lobby *Compliments of Contributing Sponsors*
6:00 p.m. - 8:00 p.m. **Welcome Reception at Colonial Williamsburg Stables**
Shuttle bus operates from *Sponsored by Alltech*
5:30 p.m. to 8:30 p.m. *"Quarter Path" Shuttle Service sponsored by the American Quarter Horse Foundation*

FRIDAY, JUNE 1, 2012

All functions are held in the Woodlands Conference Center

7:30 a.m. - 9:30 a.m. **Registration**
Dogwood Foyer
8:00 a.m. - 9:30 a.m. **Equine Industry Vision Award Breakfast**
Dogwood *Sponsored by Pfizer Animal Health*
9:30 a.m. - 10:00 a.m. **Keynote Address**
Dogwood *Keynote Speaker: Jim Nissen, SWITCH Studio*
9:30 a.m. - 4:30 p.m. **AHP Resource Center and Lounge**
Oak *Sponsored by Farnam Horse Products*
10:00 a.m. - 4:30 p.m. **One-on-One Publication Design Critiquing Sessions with Jim Nissen**
Azalea *Reservations Closed*
10:00 a.m. - 10:30 a.m. **Mid-Morning Coffee Break**
Resource Center *Compliments of Contributing Sponsors*
10:00 a.m. - 6:30 p.m. **Student Fund Silent Auction and Raffle**
Cedar
10:30 a.m. - 12:00 p.m. **Analytics Made Fun and Easy**
Cascades 2 *Guest Speaker: Matt Bailey, SiteLogic Marketing*
10:30 a.m. - 12:00 p.m. **Sharing Ideas: Creating MORE From Less In Equine Media**
Cascades 1 *Moderator: Lisa Kemp, Kemp Equine/No Biz Like Horsebiz*
Panelists: Tracy Gantz, Freelance; Jeremy McGovern, American Farriers Journal; Jennifer Reeder, Democrat Printing & Litho; Jennifer Bryant, USDF Connection/Freelance; Sonny Williams, Quarter Horse News
12:00 p.m. - 1:30 p.m. **Networking Luncheon**
Dogwood *Sponsored by Merial*
1:30 p.m. - 3:00 p.m. **Social Media for Equestrian Publications and Businesses: Social Media Strengths and Strategies**
Cascades 2 *Presented by Chad Mendell and Elisabeth McMillan*
1:30 p.m. - 3:00 p.m. **Better Story Crafting**
Cascade 1 *Guest Speakers: Jody Jaffe and John Muncie*
3:00 p.m. - 3:30 p.m. **Mid-Afternoon Coffee Break**
Resource Center *Sponsored by Platinum Performance*
3:30 p.m. - 4:30 p.m. **Social Media for Equestrian Publications and Businesses: Leveraging Social Media Success**
Cascades 2 *Presented by Chad Mendell and Elisabeth McMillan*
3:30 p.m. - 4:30 p.m. **We Write Good: Do Grammar and Ethics Matter?**
Cascades 1 *Speaker: Sonny Williams, Quarter Horse News*
5:30 p.m. - 7:30 p.m. **Join Us for the Student Award Party - HUZZAH! Hurray for Horses and Students**
Dogwood/Garden *Sponsored by Pfizer Animal Health*
Reception co-sponsored by AQHA Publications and SUCCEED

SATURDAY, JUNE 2, 2012

All functions are held in the Woodlands Conference Center

7:00 a.m. - 9:00 a.m.
Maple

Speed-Publishing

A fast-paced session for content providers and Content users.

Content Users; Michelle Anderson, TheHorse.com; Kimberly Brown, Kentucky Equine Research, Jennifer Bryant, USDF Connection; Stephanie Church, The Horse; Liz Cornell, Warmbloods Today; Cheryl Erpelding, California Riding Magazine; Christine Hamilton, The American Quarter Horse Journal; Cathy Laws, Equine Network/AIM Media; Jeremy McGovern, American Farriers Journal

Registration

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

8:00 a.m. - 9:30 a.m.
Dogwood

9:30 a.m. - 4:30 p.m.
Oak

9:30 a.m. - 10:30 a.m.
Cascades 2

Breakfast

Co-sponsored by Absorbine and SmartPak

AHP Resource Center and Lounge

Sponsored by Farnam Horse Products

45 Ideas: Transitioning Print to Digital Content

Moderator: Kim Brown, Kentucky Equine Research
Panelists: Dave Russo, Publishers Press; Karen Tappenden, Holistic Horse; Jeremy McGovern, American Farriers Journal; Christy West, SkyGirl Media; and Chad Mendell, CowDogMedia

Content Marketing: If Content is King You Need to Build the Throne

Moderator: Whitney Allen, USHJA

Panelists: LA Pomeroy, Equinista; Jamie Clark, Yellow Barn Media; and Jenny Blandford, UK Ag Equine Programs

Sharing Ideas: Creative Ad Sales for All Media

Moderator: Cheryl Erpelding, Riding's Publications

Mid-Morning Coffee Break

Sponsored by Kentucky Equine Research

Online Marketing Tools and How to Use Them

Guest Speaker: Matt Bailey, SiteLogic Marketing

Designing for Fewer Pages

Guest Speaker: Jim Nissen, SWITCH Studio

Sharing Ideas: Horses, Books, and the Digital Age: A Match Made in Heaven

Moderator: Milton C. Toby, Author

Panelists: Sharon Miner, Author; Valerie Ormond, Author; Lisa Wysocky, Author; Cindy Johnson, Publisher

9:30 a.m. - 10:30 a.m.
Cascades 1

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

10:30 a.m. - 11:00 a.m.
Resource Center

11:00 a.m. - 12:00 p.m.
Cascades 2

11:00 a.m. - 12:00 p.m.
Cascades 1

11:00 a.m. - 12:00 p.m.
Azalea

12:00 p.m. - 1:30 p.m.
Dogwood

Special Awards Luncheon

Sponsored by eyeD

AHP Champion Awards and AHP Spirit Award

General Membership Meeting and Election of Officers

Planning Your Shift to a Digital Publication Workflow—Part 1

Guest Speaker: Tanya Heins, Numen Communications, Inc.

Sharing Ideas: Now What? Career Changes Can Be Scary, But Fun!

Co-moderators: Kim Brown and Milt Toby

Mid-Afternoon Coffee Break

Sponsored by Merck Animal Health

Planning Your Shift to a Digital Publication Workflow—Part 2

Guest Speaker: Tanya Heins, Numen Communications, Inc.

Sharing Ideas: Open Session

Moderator: Diana De Rosa

Awards Finalists on Display

1:30 p.m. - 2:00 p.m.
Dogwood

2:00 p.m. - 3:00 p.m.
Cascades 1 and 2

2:00 p.m. - 3:00 p.m.
Azalea

3:00 p.m. - 3:30 p.m.
Resource Center

3:30 p.m. - 4:30 p.m.
Cascades 1 and 2

3:30 p.m. - 4:30 p.m.
Azalea

5:30 p.m. - 9:30 p.m.
Garden

5:30 p.m. - 9:30 p.m.
Dogwood

Awards Banquet and Presentations

Sponsored by Publishers Press

Reception co-sponsored by Ovation Graphics dba Branch Smith and Dover Saddlery

Centerpieces provided by Breyer Animal Creations

SPEED-PUBLISHING

Saturday, June 2, 2012

7:00 a.m.—9:00 a.m.

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-on-one 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 from freelancers.

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 will be held in a room adjacent to 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 FORUMS

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

Friday, June 1, 2012

Creating MORE From Less In Equine Media

10:30 a.m.—12:00 p.m.

Moderated by Lisa Kemp

Saturday, June 2, 2012

Creative Ad Sales for All Media

9:30 a.m.—10:30 a.m.

Moderated by Cheryl Erpelding

Horses, Books, and the Digital Age: A Match Made in Heaven

11:00 a.m.—12:00 p.m.

Moderated by Milt Toby

Now What? Career Changes Can Be Scary, But Fun!

1:30 p.m.—2:30 p.m.

Moderated by Milt Toby & Kim Brown

Open Session

3:30 p.m.—4:30 p.m.

Moderated by Diana De Rosa

TheHorse.com. In 2010, he founded CowDog Media, an inbound marketing and web development company focused on helping



Elisabeth and Chad will be the co-presenters of **Social Media for Equestrian Publications and Businesses**

businesses be more than just a point of purchase by helping them become an invaluable resource to their customers.



scheduled on Friday afternoon, June 1. The first session at 1:30 p.m. will be *Social Media Strengths and Strategies*. The second session at 3:30 p.m. is *Leveraging Social Media Success*.



JIM NISSEN

Jim is President and Creative Director of SW!TCH studio a creative services firm

specializing in publication design and branding with offices in Phoenix and New York. Jim returns to an AHP seminar as the Keynote Speaker on Friday morning and to present a session on **Designing with Fewer Pages** on Saturday. He also provides Design Critiquing Sessions for Print Publications that reserved a session. For members who did not meet Jim in Saratoga Springs, NY in 2008, he is an upbeat, fun guy, filled with ideas and energy.

SONNY WILLIAMS



Sonny is the copy editor and web editor for *Quarter Horse News*. He managed the

development of the *QHN* stylebook, which blends Associated Press news style with the unique nomenclature of the Western performance horse industry. He has written numerous articles of all types in a variety of publications. Prior to his employment at *QHN*, Williams taught English composition, American literature and creative writing at the University of New Orleans. His session titled **We Write Good: Do grammar and ethics matter?** is scheduled for Friday afternoon from 3:30 to 4:30 p.m.

AHP RIDE INTO HISTORY SEMINAR 2012 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 Colonial Williamsburg.

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Merck Animal Health
Platinum Performance, Inc.

CONTRIBUTING SPONSORS

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Riders4Helmets
United States Hunter Jumper Association
Western Shooting Magazine

SHIPPING

Shipments to Williamsburg

PLEASE SHIP PACKAGES, not to arrive any earlier than **Friday, May 25**, to:

Williamsburg Lodge
310F South England
Williamsburg, VA 23185

Attn: American Horse Publications
Christine W. Brune, Guest arriving
5/27

Brooke Murray, Convention Services
Manager
Phone: 800-204-4296

NOTE: Monday, May 28 is a Federal Holiday and UPS and FedEx are closed.

ITEMS TO PACK

- Walking shoes
- Umbrella
- Sun block
- Camera
- Business cards
- Media kits
- 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.

ATTIRE

Seminar: Casual Comfort

Awards Banquet: Casual Cocktail

AHP Student Party: Be Patriotic, wear red, white and blue

SEMINAR CONTACT:

CHRIS BRUNE

E-mail: AHorsePubs@aol.com

Cell (386) 290-3253
after May 26

FOR SEMINAR ONLINE INFORMATION

[Click here](#)

FOLLOW US

AHP Seminar Blog

www.ahpseminar.blogspot.com

Twitter

www.twitter.com/ahpseminar



HOTEL HEADQUARTERS

Woodlands Hotel & Suites
105 Visitor Center Drive
Williamsburg, VA 23185
Phone: (757) 220-7960

WILLIAMSBURG WOODLANDS HOTEL & CONFERENCE CENTER

AHP Members who stay at the Woodlands Hotel get Extra Perks

- * Each registered attendee will receive a 15% off shopping coupon to be used at any official Colonial Williamsburg store located in the Historic Area Shops, Merchant's Square Shops, Visitor Center and Resort shops (see coupon for details and participating stores).
- * Complimentary wireless internet in guestrooms and meeting rooms.
- * Complimentary self-parking is offered to all conference attendees for the duration of the conference, as well as access to the Colonial Williamsburg shuttle bus service throughout the Historic Area and Merchant Square.
- * Complimentary daily continental breakfast.

Weather Link

<http://www.weather.com/outlook/travel/destination-guides/USVA0832>

Maps

[Woodlands Hotel and Conference Center](#)
[Colonial Williamsburg Historic Area](#)
[Williamsburg Area](#)

Directions to the Woodlands Hotel & Suites, Colonial Williamsburg

<http://www.colonialwilliamsburg.com/visit/planYourVisit/howToGetHere/index.cfm>

From Interstate 64, take exit 238 onto Route 143 East. Follow Route 143 to the second traffic light and bear right onto Route 132. Continue on Route 132 following signs to the Visitor Center. At second left, turn onto concrete aggregate road, Route 132Y. Turn at the first left; the Williamsburg Woodlands Hotel & Suites is at the top of the hill. (757) 220-7960.

From the Norfolk Airport:

Start out going WEST > turn LEFT > turn RIGHT toward AIRPORT EXIT / I-64 † turn LEFT onto NORVIEW AVE. > merge onto I-64 toward HAMPTON / RICHMOND > take the VA-143 E exit, EXIT 238, toward COLONIAL WILLIAMSBURG > turn LEFT onto VA-143 E > turn RIGHT onto VA-132 > turn LEFT onto US-60 /BYPASS ROAD > turn RIGHT onto Information Center Drive / Visitor Center Drive > turn LEFT to stay on Information Center Drive / Visitor Center Drive > and, here you are at the Woodlands Hotel & Suites, 105 Visitor Center Drive, Williamsburg, VA 23185, Phone: (757) 220-7960.

From the Richmond International Airport:

Start out going NORTHWEST on RICHARD E BYRD TERMINAL DRIVE > turn SLIGHT RIGHT > Turn SLIGHT RIGHT onto S AIRPORT DRIVE > Merge onto I-64 E toward I295 S / NORFOLK / ROCKY MT NC > take the VA-143 exit, EXIT 238, toward US-60 / CAMP PEARY / COLONIAL WILLIAMSBURG > Merge onto VA-143 E toward WILLIAMSBURG / JAMESTOWN / YORKTOWN † turn RIGHT onto VA-132 > turn LEFT onto US-60 / BYPASS ROAD > turn RIGHT onto INFORMATION CENTER DRIVE / VISITOR CENTER DRIVE > turn LEFT to stay on INFORMATION CENTER DRIVE /VISITOR CENTER DRIVE > And, here is The Woodlands Hotel & Suites: 105 Visitor Center Drive, Williamsburg, VA 23185, Phone: (757) 220-7960.

Dining

Williamsburg Woodlands Hotel

Woodlands Hotel does not offer room service

Huzzah's BBQ Grille

Monday and Wednesday through Saturday 5p.m. to 9 p.m. / Closed Sunday and Tuesday
Complimentary Daily Continental Breakfast Hotel Guests only

Second Street Restaurant

An award-winning bistro located only 5 minutes from the Woodlands.

[Colonial Williamsburg Dining Establishments](#) (link to blog post)



THINGS TO DO IN COLONIAL WILLIAMSBURG

[HTTP://WWW.COLONIALWILLIAMSBURG.COM/](http://www.colonialwilliamsburg.com/)

AHP CONFERENCE PASSES FOR COLONIAL WILLIAMSBURG

Attendees can purchase a discounted AHP Conference Pass for \$18 which offers guests staying at the Woodlands Hotel admission to all daytime programs, museums and exhibition sites at Colonial Williamsburg for the length of their stay. The Conference Pass is the best ticket price available and is required to take the AHP Guided Tours. AHP Conference Passes will be available for purchase at the following times and locations: *Cash, Check, MasterCard or Visa accepted*

Wednesday, May 30; 5:00 to 7:00 p.m. - AHP Meet and Greet, AHP Hospitality Suite #5136 at the Woodlands Hotel
Thursday, May 31; 8:00 a.m. to 1:30 p.m. - AHP Hospitality Suite # 5136 at the Woodlands Hotel
Friday and Saturday, June 1-2; 7:30 a.m. to 4:30 p.m. - AHP Seminar Registration Desk in Woodlands Conference Center

AHP GUIDED WALKING TOURS OF COLONIAL WILLIAMSBURG

Thursday, May 31, 2012

9:30 a.m. to 12:30 p.m. and 1:30 p.m. to 4:30 p.m.

By reservation only—Contact ahorsepubs@aol.com for availability

CARRIAGE RIDES

For more than 50 years, guests at Colonial Williamsburg have enjoyed traveling down Duke of Gloucester Street as passengers on an 18th century horse-drawn coach. Carriage rides are popular, so AHP members are encouraged to purchase their tickets early in the day. Tickets may be purchased at the Visitors Center, Lumber House Ticket Office in the Historic Area, and Merchant Square Ticket Window. *Check with the hotel concierge or front desk to confirm location of nearest ticket office and guest discount.* Cost is \$20 per person for 15 minute ride with a 25% discount for Woodlands Hotel guests.

JAMESTOWN AND YORKTOWN

www.historyisfun.org

Complimentary buses depart from the Colonial Williamsburg Visitors Center daily every 30 minutes. *See below for schedule.* Admission tickets to Jamestown and Yorktown are not available at the Colonial Williamsburg Visitor Center. You will purchase tickets at Jamestown and/or Yorktown.

ADMISSION PRICES

	Jamestown Settlement	Yorktown Victory Center	Combination Ticket
Adults	\$15.50	\$9.75	\$20.00
Ages 6-12	\$7.25	\$5.50	\$10.00

SHUTTLE INFORMATION FROM VISITORS CENTER

The Historic Triangle Shuttle will provide shuttle service from the Colonial Williamsburg Visitor Center to and from the Jamestown and Yorktown areas. This shuttle service travels the scenic Colonial Parkway. **There is no charge for the service.** Service to both Jamestown and Yorktown depart the Colonial Williamsburg Visitor Center every hour and half-hour between 9:00 a.m. and 3:30 p.m. daily.

Service to Jamestown departs from the Colonial Williamsburg Visitor Center daily on the half-hour between 9 a.m. and 3:30 p.m. and upon arriving at Jamestown, makes stops at both Historic Jamestowne and Jamestown Settlement. Return service to Colonial Williamsburg departs every half-hour from 9:30 a.m. to 4 p.m. and makes a final departure at 5:15 p.m.

Service to Yorktown departs from the Colonial Williamsburg Visitor Center daily on the half-hour between 9 a.m. and 3:30 p.m. and makes stops at both the Yorktown Battlefield Visitor Center and the Yorktown Victory Center. Visitors can board for return service to Colonial Williamsburg from either the Yorktown Battlefield or the Yorktown Victory Center, with pickups every half-hour between 9:30 a.m. and 4 p.m., and a final pickup at 5:15 p.m.