



# RETURN TO HORSE COUNTRY

→ AHP 2024 – LEXINGTON

## AHP Equine Media Conference

### Schedule of Events

#### THURSDAY, MAY 16, 2024

**7:00 a.m. to 4:00 p.m. (Boarding 6:45 a.m.)**

##### **Breeds of the Bluegrass Tour**

*Bus departs from Front Entrance of Hotel*

**Cafe Opens at 6:30 a.m.**

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

##### **Student Awards Finalists Interviews**

*Saddlebred Room*

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

##### **Early Registration**

*Pre-Function Area*

**5:30 p.m. to 7:30 p.m.**

##### **Welcome Reception sponsored by Farnam**

*Grand Kentucky Ballroom AB*

#### FRIDAY, MAY 17, 2024

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

##### **Registration**

*Pre-Function Area*

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

##### **Equine Industry Vision Award Breakfast**

**sponsored by Zoetis**

*Grand Kentucky Ballroom AB*

Announcement of 2024 Equine Industry Vision Award Winner

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

##### **AHP Equine Media Center**

**sponsored by MARS Equestrian, Buckeye Nutrition and Antech/Sound**

*Grand Kentucky Ballroom D*

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. and Lane Press

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

##### **TOWN HALL: Social License and Our Future**

*Grand Kentucky Ballroom C*

Moderator: KIMBERLY BROWN, President, THIN, Inc.

Panelists:

- DR. TRACY TURNER, President Elect, AAEP
- KEITH DANE, Senior Director, Equine Protection, Humane Society of the United States
- CHAUNCEY MORRIS, Executive Director, Kentucky Thoroughbred Association
- DR. EMMA ADAM, University of Kentucky
- DAVID O'CONNOR, Chief of Sport, USEF

**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.**

### **Keys to Lasting Success for Equine Photographers**

*Magnolia (First Floor)*

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

Panelists:

- ANNE EBERHARDT, Visuals Director, BloodHorse
- TAYLOR PENCE, Equestrian Sports Photographer, Incanto Sports Group
- PHYLLIS BURCHETT, Western Lifestyle Equine Photographer, Cowgirls with Cameras

A panel of experienced Equine Photographers will share how they are finding success in today's marketplace by embracing multiple avenues for their photography. Find ideas and motivation to broaden your skills and client base so you, too, can find lasting success in your photography business.

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

### **The Audience Development Funnel**

*Grand Kentucky Ballroom C*

Guest Speaker: ERIC SHANFELT

Don't focus your time on audience development efforts that don't work. Move your audience from discovery to website traffic, to email subscriber, to paid / controlled subscriber using proven and cost-effective strategies.

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

### **Design That Thinks: Why Your Image Matters**

*Bluegrass Room*

Presenter(s): STEWART

- PETE MANISCALCO, Creative Director
  - STEVEN VON GERLACHER, VP, Strategy & Operations
- With the acceleration of technology and continued expectations for company growth one thing remains true, brand image is EVERYTHING. We will demonstrate how timeless design principles, design thinking and design basics can elevate brands and their content from everyday to iconic.

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

### **Networking Luncheon**

**sponsored by Boehringer Ingelheim**

*Grand Kentucky Ballroom AB*

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

### **Instant Revenue: Cobranded Social Media Ads**

*Grand Kentucky Ballroom C*

Guest Speaker: ERIC SHANFELT

Cobranded social media ads are a strong, 6-digit revenue stream that most publishers haven't tapped into yet. It's not difficult to implement and you don't need social media followers to do it. And your inventory is virtually unlimited.

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

### **Pitching Your Creative Content to New Outlets**

*Magnolia (First Floor)*

Moderator: SUSAN FRIEDLAND, Blogger, Podcast Host, Book Author, Educator

Panelists:

- MEGAN ARSZMAN, Freelance Writer, Social Media Manager, Marketing Specialist
- HEATHER WALLACE, Author, Podcast Co-Host
- ALLISON REHNBORG, Freelance Writer, Marketing Coordinator, Equine Affaire

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

### **Sharing Ideas: Are We All Rude, or Is It Just Business? Exploring Communication Practices in Today's Work World**

*Crimson Clover*

Moderator: REBECCA DIDIER

Let's gather together as business professionals who may have built careers when expectations were different, or perhaps are just now entering the equine industry with a better knowledge of social media trends than boardroom customs, and talk about the best ways to negotiate our changing world of communication, employee commitment, and social manners.

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

### **Mid-Afternoon Coffee Break**

**sponsored by Humane Society of the United States**

*AHP Equine Media Center*

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

### **Marketing for the Modern Equestrian Industry**

*Grand Kentucky Ballroom C*

Presenters:

- KAITLIN CHRISTOPHERSON, CEO, and DEVON MAYBERRY, Sr. Account Director, GSS The Marketing Agency (formerly Grand Slam Social)
  - KELLY GIORDANO, Founder & CEO, Avenue Equestrian
- Learn about Marketing for the Modern Equestrian Industry with GSS, The Marketing Agency and Avenue Equestrian as we delve into crafting a holistic marketing strategy tailored for the equine industry. Discover the power of integrated marketing, social media engagement tactics, compelling content creation, and impactful activations to drive engagement and visibility.

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

### **Sharing Ideas: Equine Authors Roundtable**

*Crimson Clover*

Moderator: HEATHER WALLACE

Connect with established and aspiring authors in an informal setting to brainstorm and share ideas for the benefit of our community.

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

### **Speed Networking**

*Bluegrass B*

Content Buyers

- Holly Caccamise, Horse Illustrated / Young Rider
- Jan Westmark Bauer, Sidelines Magazine
- Tammy Gantt, The Florida Horse
- Jennifer Bryant, USDF Connection

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

**Special Awards Reception  
sponsored by W. F. Young/Absorbine**

*Magnolia (First Floor)*

Honoring the 2024 AHP Student Award Finalists and the Winner of the 2024 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.**

**Vive le Cheval Buffet  
sponsored by Via Nova Training**

*Grand Kentucky Ballroom AB*

**Celebrating the horses and equestrians of the 2024 Paris Olympics**

**SATURDAY, MAY 18, 2024**

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

**Registration**

*Pre-Function Area*

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

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

*Grand Kentucky Ballroom AB*

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

**AHP Equine Media Center sponsored by MARS  
Equestrian, Buckeye Nutrition and Antech/Sound**

*Grand Kentucky Ballroom D*

Headquarters for Media Exhibitors, EQUUS Television Network, Horse Radio Network. and Lane Press

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

**A.I. (Artificial Intelligence) in Equine Media  
- A Year Later**

*Magnolia (First Floor)*

Moderator: LISA WY SOCKY, Author, Podcast Host

Panelists:

- KATIE NAVARRA, Content Marketing, Coach, Author
- MARLA BICKEL, VP of Data & Content Services, Equine Network
- ALEX BECKSTETT, Editorial Director, EquiManagement & MyNewHorse.com

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

**Elevate Your Game: High-Impact Insights for  
Business Success**

*Grand Kentucky Ballroom C*

Presenters:

- KAITLIN CHRISTOPHERSON, CEO, and DEVON MAYBERRY, Sr. Account Director, GSS, The Marketing Agency (formerly Grand Slam Social)
  - KELLY GIORDANO, Founder & CEO, Avenue Equestrian
- Explore leadership essentials, brand building tactics, and innovative marketing approaches tailored for the equestrian industry, backed by real-world case studies and actionable insights. Discover how to empower your team, enhance your brand, and drive business growth with cutting-edge strategies and collaborative frameworks.

**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.**

**Preparing Your Brands for the Cookie-Less Future**

*Magnolia (First Floor)*

Presenter: MARLA BICKEL, VP of Data & Content Services, Equine Network

In this session, we delve into the impending depreciation of third-party cookies and its profound implications for businesses and brands. As the digital landscape evolves and privacy concerns take center stage, companies must adapt their strategies to navigate this data shift effectively. Join us as we explore the challenges and opportunities presented by this change and discover practical strategies for preparing your business and brand for a cookie-less future.

Don't miss this opportunity to stay ahead of the curve and ensure your brands remain competitive in an increasingly privacy-conscious world.

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

**Writing, Riding and Resilience**

*Grand Kentucky Ballroom C*

Guest Speaker: SARAH MASLIN NIR, Author and New York Times Journalist

Sarah Maslin Nir is also a two-time finalist for the Pulitzer Prize for her investigative journalism -- including two exposes for the Times into corruption in equestrian sport which led to systemic industry wide change.

An assault survivor, Nir will discuss how being an equestrian has informed her journalism, and at times, saved her life, and the work she does bringing the healing powers of horses to others. This insider's-eye-view into the craft of investigative journalism will offer tips, skills, and ultimately, inspiration to uncover your own story.

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

**10 Secrets for Longevity in Podcasting**

*Bluegrass Room*

Presenter: GLENN HEBERT, Horse Radio Network  
Glenn shares with you his 10 secrets to longevity in podcasting. Glenn was a pioneer in podcasting 16 years ago, has hosted over 5,000 episodes and is host of one of the longest running daily shows in the world.

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

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

*Grand Kentucky Ballroom AB*

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

**General Membership Meeting**

*Grand Kentucky Ballroom AB*

Election of Board of Directors, Bylaws Revision

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

**Telling Horse Tales**

*Grand Kentucky Ballroom C*

Guest Speaker: SARAH MASLIN NIR, Author and New York Times Journalist

Sarah Maslin Nir will teach strategies for turning your passion for horses and their stories into a rewarding career. Nir is the author of four books on horses, both fiction and non-fiction, including her memoir "Horse Crazy: The Story of a Woman and a World in Love with a Horse," and the middle-grade "Once Upon a Horse" series of novels. In this storytelling session Nir will discuss how to find your story and your narrative, your authorial voice, and offer guidance about how to break into the book publishing industry, including finding an agent, crafting a proposal, getting published and even building your own book-tour.

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

**Advancing the Goals of an Association**

*Magnolia Room (First Floor)*

Moderator: CHRISTY LANDWEHR, NRHA Senior Director of Corporate Relations

Panelists:

- AMY SALES, CMP, Vice President, Easter Associates
- WHITNEY ALLEN, Director of Operations, USHJA
- MEREDITH EKSTEDT, Director of Brand Marketing and Strategic Partnerships, USHJA
- SARAH CONRAD, Marketing and Communications Director, The United States Pony Clubs, Inc.

Topics include trends in:

- Digital Transformation
- Diversity, Equity, Inclusion (DEI)
- Hybrid Event Models
- Strategic Partnerships and Collaboration
- Evolving Membership Models

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

**Mid-Afternoon Coffee Break**

**sponsored by Platinum Performance**

*AHP Equine Media Center*

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

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

**Book Signing with Sarah Maslin Nir**

*Grand Kentucky Ballroom C*

Bring the books in your attendee bag to be signed by author Sarah Maslin Nir. Complete the sign-up form to receive a complimentary copy of THE STAR HORSE, the third book in the "Once Upon A Horse" series sent to you on its release in September.

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

**Best Practices for Creating, Conducting, & Analyzing a Survey**

*Bluegrass Room*

Presenter: RHIANNA RUSSELL Account Manager for Catapult Creative, an Equine Network company

Market research can be a highly effective tool to gain insights into the perceptions and purchasing habits of your consumer audience. Are you getting the most out of your research efforts? Learn how to maximize your research and get clear on your goals. We will dive into the process, best practices and areas of action to see the most of your results.

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

**Board of Directors Meeting – closed session**

*Arabian Room*

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

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

*Magnolia Room (First Floor)*

**6:30 p.m. to 7:00 p.m.**

**Preakness Watch Party LIVE**

*Grand Kentucky Ballroom AB*

Preakness glasses compliments of Mid-Atlantic Thoroughbred

**7:00 p.m. to 8:30 p.m.**

**AHP Equine Media Awards Celebration Dinner sponsored by Purina Animal Nutrition**

*Grand Kentucky Ballroom AB*

**8:30 p.m. to 9:30 p.m.**

**AHP Equine Media Awards Presentations**

*Grand Kentucky Ballroom AB*

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