

From: "American Horse Publications" <ahorsepubs@aol.com>
Subject: **AHP Newsgroup: 8th Annual Equine Industry Vision Award Winner Selected for 2009**
Date: April 13, 2009 9:47:00 AM MDT
To: "AHP Newsgroup" <AHP-LIST@mailman.bloodhorse.com>

AMERICAN HORSE PUBLICATIONS

PRESS RELEASE

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FOR IMMEDIATE RELEASE

8th Annual Equine Industry Vision Award Winner Selected for 2009

Daytona Beach, FL –Pfizer Animal Health and American Horse Publications are proud to announce that a winner has been selected to receive the 2009 Equine Industry Vision Award. Sponsored by Pfizer Animal Health, the award is intended to recognize innovation, leadership and service. All of the 14 nominees this year were outstanding examples of these qualities. In 2009, all prior non-winning nominees, including last year's finalists, had to be re-nominated.

The Equine Industry Vision Award Committee reviewed nominations and the list of

nominees was narrowed to four finalists. The committee selected the following finalists: the Certified Horsemanship Association , Equestrian Land Conservation Resource , Charlotte Kneeland, founder and director of the American Riding Instructors Association, and John Nicholson, executive director of the Kentucky Horse Park.

The remaining 10 nominees included: Marianne Alexander of PersonalPonies.org, Michael Blowen of Old Friends and Dream Chase Farm, Patti Colbert of Mustang Heritage Foundation, Equestrian-Network.com aka EquestrianSingles.com, Finger Lakes Thoroughbred Adoption Program, Cherry Hill, author, Robert Miller, DVM, Terry Nowacki and Equine Scent Detection, Neva Kittrell Scheve, author, designer, clinician, and Jochen Schleese, certified master saddler and saddlefitter.

The 11 voting members of the AHP Board of Directors, plus a Pfizer Animal Health representative, voted for the winner. Finalists were judged on their performance in relation to the achievement cited and their demonstration of the following attributes and abilities: 1> The vision and innovation of a true pioneer, 2> Leadership, commitment, dedication and willingness to serve, 3> Original and effective ideas and/or products, services, programs, 4> High moral, ethical and professional standards.

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The winner has been notified to allow for travel arrangements. However, the official announcement and presentation of the award will be made at the Equine Industry Vision Award Breakfast on Friday, June 26, 2009 during the AHP "Free Rein in The Big Easy" Seminar in New Orleans, Louisiana. The recipient will be presented with the Equine Industry Vision Award Perpetual Trophy, created by master artisan Peter Wayne Yenawine and commissioned by Pfizer Animal Health.

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Together, Pfizer Animal Health and AHP developed the Equine Industry Vision Award to create the first major award to showcase innovation across the equine industry. The award is intended not only to serve as a unique recognition of

ingenuity and service, but also to benefit the industry by inspiring these qualities in others. Its purpose is to recognize outstanding leadership, creativity and meritorious contributions in the equine industry. Previous recipients of the Equine Industry Vision Award are Alexander Mackay-Smith in 2002, Don Burt in 2003, the American Quarter Horse Association in 2004, John Ryan Gaines in 2005, Stanley Bergstein in 2006, David O'Connor in 2007, and Sally Swift in 2008.

American Horse Publications is a non-profit professional association dedicated to promoting better understanding and communication within the equine publishing industry. For more information, please contact: Chris Brune, American Horse Publications at ahorsepubs@aol.com or 386-760-7743 or visit the AHP Web site at www.americanhorsepubs.org.

Pfizer, Inc., the world's largest research-based biomedical and pharmaceutical company, also is a world leader in discovering and developing innovative animal vaccines and prescription medicines. Pfizer Animal Health is dedicated to improving the safety, quality and productivity of the world's food supply by enhancing the health of livestock and poultry, and in helping horses and pets to live longer and healthier lives. For additional information on Pfizer Animal Health's portfolio of equine products, visit www.PfizerAH.com.

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