



EQUESTRIAN LA

OFFICIAL 2012 CONBOOK



INSIGHTFUL
HONEST
AWESOME
FABULOUS
NICE
FUN

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WELCOME !

Welcome, everyone, to Equestria LA 2012!

I never thought, when I saw my first episode of My Little Pony: Friendship is Magic, that I would be sitting here today writing a welcome to all the fans and attendees of this Southern California based convention. If I had only known then that the terms "friendship" and "tolerance" would evolve beyond the message of MLP:FIM and become the keystones of a community! It really has been an amazing thing to watch.

I grew up in the 80's on a steady stream of My Little Pony. To experience the successful rebirth of a much cherished childhood memory has been, not to be too on the nose about it, magical.

But enough about me! This convention, Equestria LA, is all about you, the fans, and the amazing people behind the show. Without your support and enthusiasm, this wouldn't be possible. It has been truly humbling to see the charity and support this community pours out every day. Thank you.

I invite you to enjoy your time within our halls. Experience the magic of making new friends with those who have a truly special mantra in common. Whether you are local or have traveled long distances, let memories be made and cherished, honoring the title "Friendship is Magic".

I thank you again for sharing the magic with us. My staff and I look forward to seeing you *smile*.

Sincerely,

Karen Padilla
Chairman, Equestria LA
November 3 & 4, 2012





STAFF

Administration

Karen Padilla	Con Chair
Klisk Midori	Vice Chair
Lauren Justice	Con Chair Assistant
Dan Torres	Accountant
Jason Justice	Hotel Liaison
Andrew Goclowski	Venue Liaison
Chaz Boston Baden	Registration
David Cuyno	Public Relations
Sarah Trujillo	Charity Officer
Ashley Newton	Public Relations
Jacquelyn Graef	VIP Relations
Justus Stebner	Senior Staff Assistant

Operations

Connor Foss	Con Ops Lead
George Megyei Maria Rodriguez	Con Ops Second
Andrew Goclowski	Logistics
Grant Geiselman	A/V

Programming

Kira Buckland	Programming
Kyle Mueller	Autographing

Fan Services

Jackie Yanez	Vendor Liaison
Victoria Shapero	Usher/Line Control

Visibility

Tim Jones	Webmaster
Nick Ha	Front End Web
Scott Finkel	Web Scripting
Steve Holt	Art Design/Con Book



CODE OF CONDUCT

The following general rule supersedes all others listed below and may be invoked at any time:

Any action or behavior that causes significant interference with convention operations, excessive discomfort to other attendees, or adversely affects Equestria LA's relationship with its guests, its venues or the public is strictly forbidden and may result in permanent suspension of attendance.

Rules of Conduct

As a condition of attendance, all Equestria LA attendees are required to abide by these standards of conduct for the entire duration of their stay, even prior to Opening or after Closing Ceremonies.

All convention areas are considered to be "PG" at all times. Attendees, when in public areas, may not wear clothing which is overly revealing or inappropriate to the atmosphere of the convention, such as fetish-related garb and accoutrements.

No items of any kind, including paper airplanes, may be thrown or dropped from the hotel or Convention Center balconies or patios. No water pistols, silly string, or any thrown or projectile-type toy may be used in any area of the hotel or Convention Center. For safety reasons, only handheld glow sticks are permitted in the dance.

Equestria LA attendees must abide by instructions given by Equestria LA Operations staff. Failure to do so will result in loss of attendee privileges. Any disputes or concerns may be addressed on-site at Convention Operations. Equestria LA functions are open only to attendees, and all attendees should wear their badges at all times. A badge is valid only for the person to whom it was issued; badges may not be shared under any circumstances. Providing transportation or housing, or otherwise enabling an individual that is known to be unwelcome at Equestria LA to attend or enter the Convention's property will result in permanent revocation of Equestria LA attendee privileges.

Harassment

Harassment of any kind, including physical assault, battery, deliberate intimidation, stalking, or unwelcome physical attentions, will not be tolerated. If people tell you "no" or to leave them alone, your business with them is done. If you continue to attempt to have contact with those people, you may be removed from the premises. Discrimination (based on, but not limited to: gender, race, ethnicity, religion, age, sexual orientation, gender identity, or physical/mental disability) is not tolerated.

If you feel that you are being discriminated against or harassed or if you notice someone behaving inappropriately (such as violating hotel or convention policies), please let a Staff member know. Equestria LA is not responsible for solving any interpersonal problems that may arise between individual members.



CODE OF CONDUCT

Substance Abuse

The sale or other distribution of any illegal or controlled substances is not welcome at Equestria LA. Any individual found to be distributing such substances will be removed and reported directly to the local authorities.

Anyone knowingly or unknowingly providing alcohol to anyone under the age of 21 will be guilty of a felony and will be turned over to the authorities. It is the sole responsibility of persons serving alcohol in room parties to ensure that every person in attendance is over the age of 21, even if that person is not drinking alcohol. The California Department of Alcoholic Beverage Control is extremely serious about this law and we ask our members to respect it.

Minors

Children 12 and under must be accompanied by a parent or guardian at all times during the convention.

Media

By attending Equestria LA, you give your consent to be photographed and/or videotaped by media, staff, and other attendees, and release Equestria LA from any liability regarding the publishing of such materials.

Miscellaneous Notes

The standards of conduct for Equestria LA will be strictly enforced by Equestria LA Staff. Please remember that your con badge is the property of Equestria LA and must be presented and/or surrendered to any Staff member requesting it. If you have any problem with any action taken by a Staff member you may take the matter up with the Chief of Operations or to Equestria LA's Chairman.

Please be reminded that these rules involve, of course, "worst-case" scenarios and we anticipate no difficulties, as our members as a whole are ration and responsible individuals. Equestria LA is prepared to deal with any or all of the above scenarios in as rapid and efficient a manner as possible should they occur. We thank our members for their assistance in making this a safe and enjoyable experience for everyone. Have fun and please remember to be courteous of those around you while doing so!



WEAPONS POLICY

EQUESTRIA LA 2012 COSTUME WEAPONS POLICY

No functional weapons are allowed at Equestria LA

Simulated or costume weapons are allowed as a part of your costume, subject to prior approval by Operations and compliance with the following:

1. All costume weapons must be inspected at the Operations room at the Anaheim Hilton.
2. All costume weapons must conform to state and federal law.
3. Projectile costume weapons must be rendered inoperable.
4. Costume swords must be tied to your costume in such a way that they can't be drawn.
5. After each person's costume weapon has been checked, it will be tagged by operations.

Operations will escort you to the operations room for inspection if your costume weapon is not tagged.

If you do not want to have your costume weapons inspected or tagged, or if you are not willing to comply with these policies, please do not bring your costume weapons.

Equestria LA reserves the right to change or modify any policy or rule at any time and without notice.

**SUGAR CUBE
CORNER**

YOUR #1 PROVIDER OF EOLA SHIRTS!



**CHECK THEM
OUT AT**

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OUR CHARITY

Operation Smile is an international children's medical charity that heals children's smiles, forever changing their lives. As one of the most prominent charities for children in the world and with a presence in over 60 countries we are proud to announce Operation Smile as the official charity of Equestria LA 2012.

As an international charity for children, Operation Smile, is more than a charity. They're a mobilized force of medical professionals and caring hearts who provide safe, effective reconstructive surgery for children born with facial deformities such as cleft lip and cleft palate.

Every three minutes a child is born with a cleft — often unable to eat, speak, socialize or smile. In some places these children are shunned and rejected. And in too many cases, their parents can't afford to give them the surgeries they need to live a normal life.

Since 1982, Operation Smile — through the help of dedicated medical volunteers — has provided more than 3.5 million comprehensive patient evaluations and over 200,000 free surgeries for children and young adults born with cleft lips, cleft palates and other facial deformities.

Charity Auction

On the afternoon of Sunday, November 4, 2012 Equestria LA will be holding a charity auction for Operation Smile. All money raised by this auction (That's right! 100% of all proceeds) will be donated to Operation Smile to provide much needed surgeries to children around the world suffering from the deformities of a cleft lip or palate. We are happy to say that all of our guests are donating items to this charity auction to help raise funds for this amazing cause.

Anyone interested in donating to Operation Smile is encouraged to email our Charity Officer Sarah Trujillo at charity@equestrialala.com.

Operation  Smile



GUESTS OF HONOR



LAUREN FAUST

Lauren Faust is an Emmy Award-winning animation veteran who masterminded the creation of the intricate fictional universe behind *My Little Pony: Friendship is Magic*, and served as its Executive and Consulting Producer throughout its debuting seasons.

An industry veteran, she studied animation at the California Institute of the Arts and is most well-known for her contributions to classic shows like *The Powerpuff Girls* and *Foster's Home for Imaginary Friends*.

TARA STRONG

Tara Strong is an Emmy Award-nominated voice actress and one of the industry's most prolific and versatile performers, having earned her stripes through decades of acting in video games, TV shows, and films.

She stars in *My Little Pony: Friendship is Magic* as the cast's nerdy intellectual leader, Twilight Sparkle. Her past roles include Timmy from *The Fairly Oddparents*, Bubbles in *The Powerpuff Girls*, and Harley Quinn in *Batman: Arkham City*.



ANDREA LIBMAN

Andrea Libman has worked as a voice actor for more than twenty years. She takes on the dichotomous roles of Pinkie Pie and Fluttershy in *My Little Pony: Friendship is Magic*.

She has had roles on numerous other animated TV series including the titular main character of *Madeline*, Emmy in *DragonTales*, young AndrAa in *Reboot*, and Cathy in *Monster Buster Club*. Recently, she's voiced the characters of Lemongue, Pupcake and Princess Berrykin in *Strawberry Shortcake's Berry Bitty Adventures*.

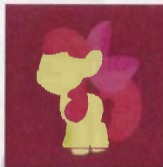


GUESTS OF HONOR

BRENDA CRICHLLOW

Brenda Crichlow is a dynamic and versatile powerhouse in the Vancouver film industry. Having graduated through the Studio 58 Theatre Arts program in Vancouver, Crichlow has performed in a wide array of film and television roles, including the enigmatic Zecora in *My Little Pony: Friendship is Magic*.

She currently serves as the Artistic Director of Crichlow Actors' Studio Inc (CAST) and has over two decades' worth of experience in all types of performance and production roles.



MICHELLE CREBER

Michelle Creber is a talented Canadian child actress and singer who has lived all of her life in the spotlight, having boarded the stage with her musically-passionate parents at the tender age of one and basking in the limelight ever since.

She is known for her ongoing role as the audacious young Apple Bloom in *My Little Pony: Friendship is Magic*, and has performed in many animated and live-action roles, including Alice in *Martha Speaks* and Mattie in *Smart Cookies*.

MEGHAN MCCARTHY

The lead writer of *My Little Pony: Friendship is Magic*, best known for writing episodes such as *Sweet and Elite*, *Hearts and Hooves Day*, *Lesson Zero*, *A Canterlot Wedding*, and *Party of One*.

She's also written for shows such as *Fish Hooks*, *Class of 3000*, and *Foster's Home for Imaginary Friends*.





GUESTS OF HONOR



AMY KEATING ROGERS

Amy Keating Rogers is one of the celebrated writers of *My Little Pony: Friendship is Magic*, having served the show for two seasons and being responsible for several of its most lauded episodes, including *Party of One*, *The Ticket Master*, *Bridle Gossip*, and *The Last Roundup*.

As a freelance writer, Amy wrote for shows such as *The Powerpuff Girls*, and *My Life as a Teenage Robot*.

CINDY MORROW

Cindy Morrow is one of the acclaimed writers of *My Little Pony: Friendship is Magic*, having written such episodes as *Hurricane Fluttershy*, *Sisterhooves Social*, and *Read It and Weep*.

She has also written for other such classics like *Foster's Home for Imaginary Friends*, *The Grim Adventures of Billy and Mandy*, and *My Life as a Teenage Robot*.



M.A. LARSON

M.A. Larson is one of the celebrated writers of *My Little Pony: Friendship is Magic*. He is the mind behind such episodes as *It's About Time*, *Ponyville Confidential*, and *Luna Eclipsed*.

His past writing credits have included shows such as *Sym-Bionic Titan*, *Kick Buttowski: Suburban Daredevil*, and *Gravity Falls*.

WILLIAM ANDERSON

William Anderson is an American composer and the mastermind behind the cinematic score of *My Little Pony: Friendship is Magic*. His composing career includes projects such as *Kiss Kiss, Bang Bang*; *Earthworm Jim*; and *X-Men: Evolution*.

He has also worked with parody songwriter "Weird Al" Yankovic on several of his albums.

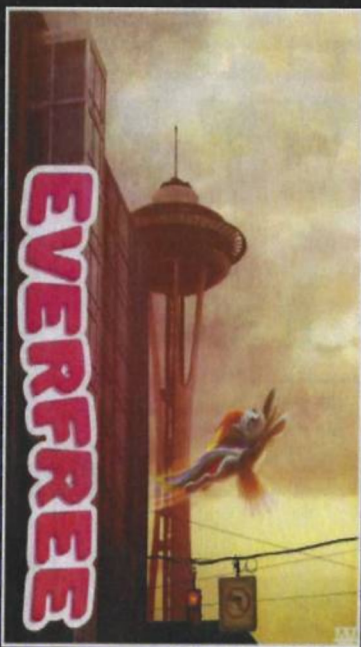




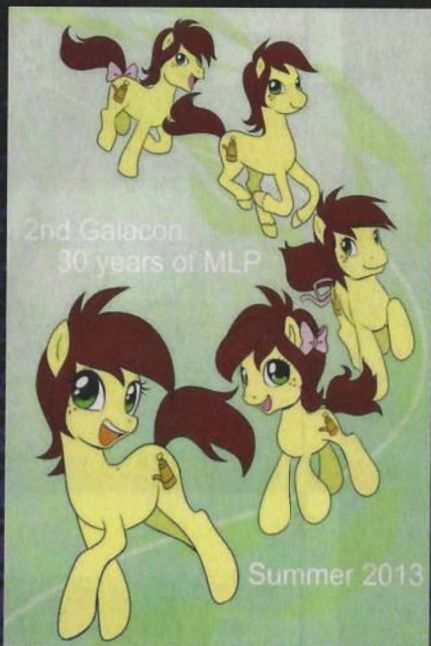
AUTOGRAPHS

Looking to get something signed by one of our amazing guests? Autograph vouchers will be for sale both days at the autograph room in the Anaheim Hilton. Each voucher is good for only one autograph.

While we understand that meeting the guests from My Little Pony: Friendship is Magic is exciting, for the courtesy of others we request that everyone keep their meets brief.



@Everfree Northwest
www.everfreenw.com



@GalaCon
www.galacon.eu/



VENDOR MAP

ACC 202 AB

WALL OF 203

	A1	B1	C1	D1
	A2	B2	C2	D2
	A3	B3	C3	D3
	A4	B4	C4	D4
	A5	B5	C5	D5
	A6	B6	C6	D6

FRONT OF CONVENTION



VENDORS

A1 CatNapCaps

B1 Anuvia

C1 Brown W.

D1 Gray Crow Designs

A2 Cartoonlion

B2 Onnanoko

C2 Cat and Tonic Industries

D2 UC77

A3 Steve Holt!

B3 Kawaiiimo & OnlyAHalfBreed

C3 Proverbial Tail Studios

D3 Party Canon! & Studio 613

A4 Lyzzy & Vella

B4 Sky Painter

C4 Ajin & Anjila

D4 PurpleKecleon & Papaya Arts

A5 Urban Hoof-fitters

B5 Athena's Wink

C5 Yaya Han

D5 Derpy Geek Designs

A6 RBmedia Enterprises

B6 kefkafloyd

C6 MittyMandi

D6 Rozga of Merry Meadows

TROTtawa



SPRING 2013, Ottawa, Canada

Twitter: @TROTtawa

@TROTtawa



Fiesta Equestria!

June 28th-30th

Houston, TX

www.fiestaequestria.com

Twitter: @FiestaEquestria



VENDOR MAP

ACC 203 AB

BACK OF CONVENTION

F1	G1	H1	I1
F2	G2	H2	I2
F3	G3	H3	I3
F4	G4	H4	I4
F5	G5	H5	I5
J1	K1	ZZ1	
J2	K2		

WALL OF 202



VENDORS

F1 Darcee's G1 Exhibit

G1 Anime Los Angeles

H1 Everfree Northwest

I1 John Joseco

F2 Ichigo Dreams

G2 Solrac Shack & Drawponies

H2 Cgurat Designs

I2 Bronycon

F3 Tinker Tots

G3 NerdyMind

H3 Hotdiggedy Demon

I3 Nightwings81

ZZ1 Sugar Cube Corner

F4 MossFox Illustration

G4 Bronies for Good &
Helhoof Design

H4 Off Topic &
8-bits Are Enough For Me

I4 Two Dorks, and a Land Pony

F5 Sugar Clay Cafe

G5 Sugar Clay Cafe

H5 Tsitra360

I5 Enterplay

J1 Pony Plushies

J2 Pony Plushies

K1 Michelle Creber

K2 Sweet Apple Acres

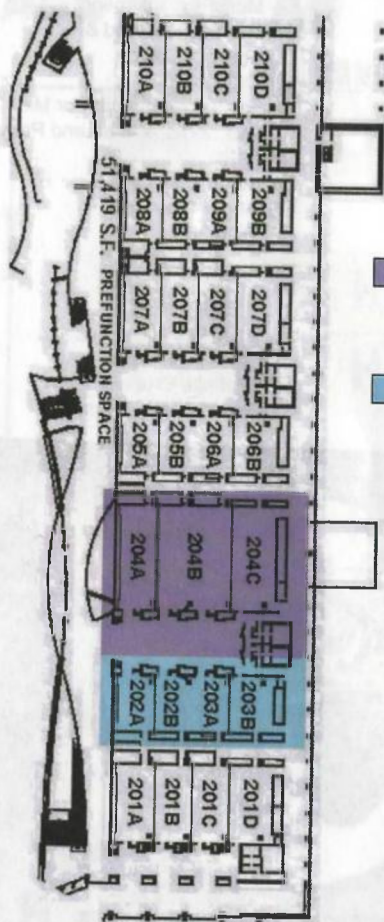
SoCal
BRONIES
OH, HOKEE - FRIENDSHIP IS MAGIC
MEETUPS!

Check us out at
www.meetup.com/SoCalBronies



CONVENTION MAP

SECOND FLOOR

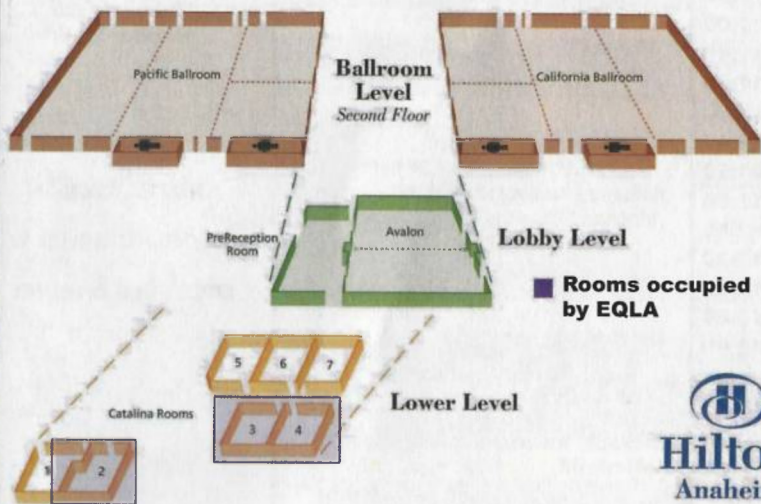


Convention Halls

Artist Alley



HILTON MAP





SATURDAY SCHEDULE 3/11/12

	EVENT Anaheim Convention Center 204ABC	AUTOGRAPHS Anaheim Hilton Catalina 4
9:30	Piano Intro	
10:00	Vendor Hall is open	
10:00	Opening Ceremony	
10:10	(20 min)	
10:20		
10:30	Pony Hairstyling and Customizing	
10:40	(40 min)	Michelle Creber
10:50		
11:00		10:30 - 11:30
11:10	Pony Physics	Vendor Hall
11:20	(20 min)	
11:30		
11:40		
11:50	MLP: Attack of the Writers	
12:00	With Amy Keating Rogers, M.A. Larson,	ANDREA LIBMAN
12:10	Meghan McCarthy, and Cindy Morrow	BRENDA CRICHLLOW
12:20	(60 min)	MICHELLE CREBER
12:30		
12:40		
12:50	How to Draw Ponies:	
1:00	The Easy Approach	
1:10	(40 min)	
1:20		
1:30		
1:40		
1:50	MLP: The Vocal Menace	
2:00	With Andrea Libman, Tara Strong, Brenda	
2:10	Crichlow, and Michelle Creber	
2:20	(60 min)	MEGHAN MCCARTHY
2:30		AMY KEATING ROGERS
2:40		
2:50		M.A. LARSON
3:00	Lauren Faust: A New Hope	
3:10	(60 min)	CINDY MORROW
3:20		



SATURDAY SCHEDULE 3/11/12

	EVENT Anaheim Convention Center 204ABC	AUTOGRAPHS Anaheim Hilton Catalina 4
3:30	Lauren Faust: A New Hope	
3:40	(cont.)	
3:50		
4:00		Michelle Creber
4:10	Fan Artist Panel with Hotblooded Pinkie Pie and John Joseco (60 min)	4:00 - 5:30 Vendor Hall
4:20		
4:30		
4:40		
4:50		TARA STRONG
5:00		
5:10	SolraCON	LAUREN FAUST
5:20	(30 min)	
5:30		
5:40		
5:50		
6:00	Fan Musician Panel with	
6:10	Eurobeat Brony, Alex S, Foozozg, Silva	
6:20	Hound, and Mic the Microphone	
6:30	(60 min)	
6:40		
6:50		
7:00		
7:10	Max Gilardi's PONY.MOV Extravaganza	Michelle Creber
7:20	(50 min)	
7:30		7:00 - 8:00
7:40		Vendor Hall
7:50	Dance Set-Up	
8:00	Vendor Hall is closed	
8:00	Dance Set-Up	
8:50	Alex S	
9:20	Eurobeat Brony	
9:50	Foozozg	
10:10	Silva Hound	
10:30	Mic the Microphone	



SUNDAY SCHEDULE 4/11/12

	EVENT Anaheim Convention Center 204ABC	AUTOGRAPHS Anaheim Hilton Catalina 4
9:30	Fanfiction Panel	
10:00	(50 min)	
10:00	Vendor Hall is open	
10:10	Fanfiction Panel	
10:20	(cont.)	AMY KEATING ROGERS
10:30		M.A. LARSON
10:40		MEGHAN MCCARTHY
10:50		CINDY MORROW
11:00	MLP: Revenge of the Voice	
11:10	With Andrea Libman, Tara Strong, Brenda	
11:20	Crichlow, and Michelle Creber	
11:30	(60 min)	
11:40		
11:50		
12:00		
12:10	MLP: The Writer's Strike Back	
12:20	With Amy Keating Rogers, M.A. Larson,	
12:30	Meghan McCarthy, and Cindy Morrow	
12:40	(60 min)	ANDREA LIBMAN
12:50		TARA STRONG
1:00		BRENDA CRICHLOW
1:10		MICHELLE CREBER
1:20	Sound is Magic	
1:30	(50 min)	
1:40		
1:50		
2:00		
2:10		
2:20	MLP: Return of the Score	
2:30	With Will Anderson	
2:40	(60 min)	
2:50		
3:00		
3:10		



SUNDAY SCHEDULE 4/11/12

	EVENT Anaheim Convention Center 204ABC	AUTOGRAPHS Anaheim Hilton Catalina 4
3:20	Charity Auction (60 min)	
3:30		
3:40		
3:50		
4:00		
4:10	Closing Ceremony (30 min)	
4:20		
4:30		
4:40		
4:50		
5:00	Vendor Hall is Closed	
5:10		
5:20		
5:30		
5:40		
5:50		
6:00		
6:10		
6:20		
6:30		
6:40		
6:50		
7:00		
7:10		
7:20		
7:30		
7:40		
7:50		
8:00	Pre-Release Screening of BronyCon: The Documentary	
8:10	AMC District 12 in Downtown Disney	
8:20		
8:30		
8:40		
8:50		



PANEL DESCRIPTIONS

Piano Performance

Kick off the first morning of Equestria LA with a live piano set from DrSentential!

Pony Hairstyling & Customizing

Learn how to create fabulous, show-accurate cuts and styles for your brushable ponies! Pony collectors Bumblesweet and Kawaiiimo will show the step-by-step process of making custom brushables and rehairing.

Pony Physics

Youtuber Beatedude64, known for his physics presentation on My Little Pony which was featured on a variety of popular websites, will analyze new scenes from the show and answer questions.

How To Draw Ponies: The Easy Approach

A hands-on, beginner-friendly presentation about the basics of horse anatomy and learning to draw in the MLP show style.

Artists Panel

Featured artists John Joseco and Hotblooded Pinkie Pie will discuss their work and answer questions.

SolraCON

Solrac (Yaplap from YouTube) is known for being a very excited and extremely loud pony. He will answer questions, give away some prizes, tell a couple of jokes, and ultimately culminate with a live performance.

Community Musicians Panel

Join guest musicians Eurobeat Brony, Alex S, Foozogz, Silva Hound, and Mic the Microphone as they take questions from fans and discuss the process behind creating the pony songs we all know and love.

Max Gilardi's PONY.MOV Extravaganza

Max "Hotdiggedydemon" Gilardi, the mastermind behind the PONY.MOV series, brings the unexpected with prizes, contests, audience interaction, and possibly even a surprise guest. (Parental guidance recommended.)

Pony Dance Party

Get ready to clap your hooves and do a little shake! Live musical performances from Eurobeat Brony, Alex S, Foozogz, Silva Hound, and Mic the Microphone will get everypony dancing until the end of the night.



PANEL DESCRIPTIONS

Fanfiction Panel

Hosted by Closer-To-The-Sun, Pen Stroke, Josh Meihaus, Sabre, and mareinthemoon, learn about the process and technique behind writing MLP fanfiction and what makes a good fic.

Sound is Magic

This lecture-style panel aims to educate fans of G4 My Little Pony on the different and creative uses of sound and sound design techniques as well as some of their historical roots in western entertainment in animation and film alike.

Charity Auction

Come bid on a variety of pony-related merchandise and help support a good cause!



©Broniesforgood
broniesforgood.org



THANK YOU

The staff of Equestria LA would like to extend special thanks to:

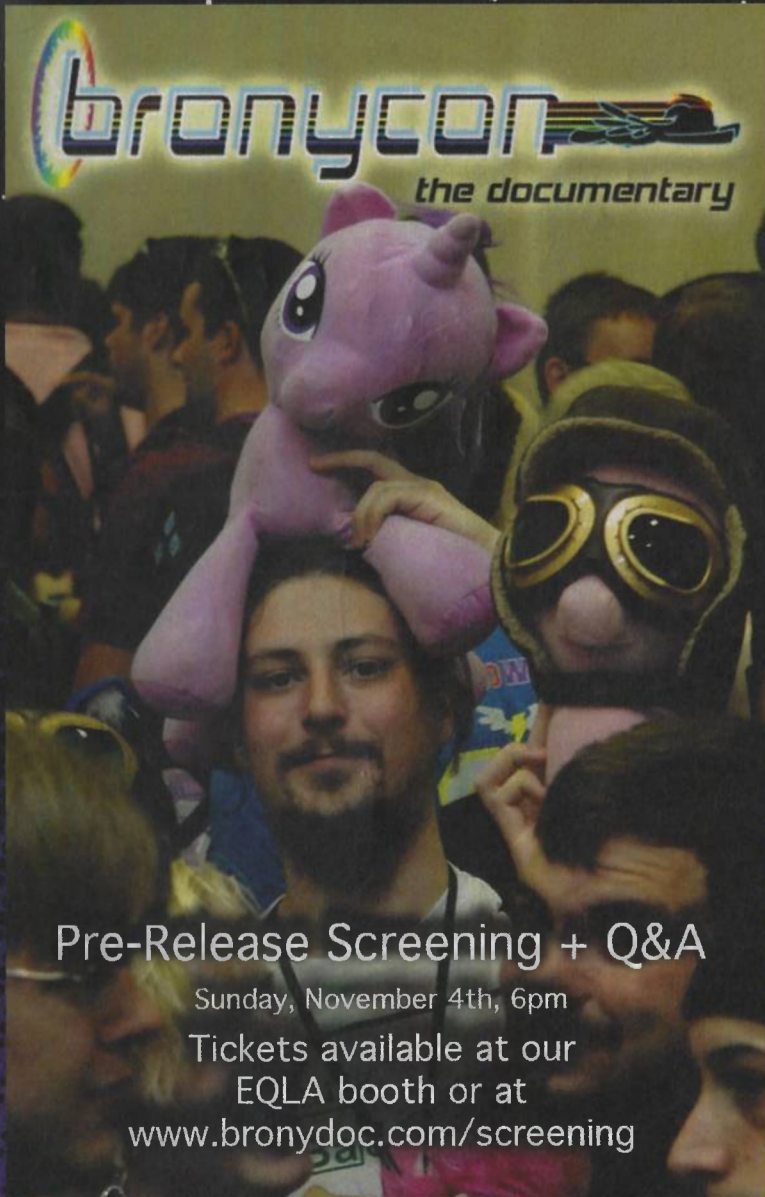
- *Regan Gibson
- *Staff of Everfree Northwest
- *Staff of Canterlot Gardens
- *Staff of Bronycon
- *Everfree Radio

And, of course, all of our hardworking staff.
Their lost hours of sleep and heightened stress levels fueled this convention.
We couldn't have done it without you guys!

DERPY HOOVES
.com



*My Little Pony News
and Entertainment!*



bronycon

the documentary

Pre-Release Screening + Q&A

Sunday, November 4th, 6pm

Tickets available at our

EQLA booth or at

www.bronydoc.com/screening



2013
MAY 10-12, 2013
MOTHER'S DAY WEEKEND

Stay tuned for more details at
[HTTP://WWW.EQUESTRIALA.COM](http://www.equestriala.com)