



American Horse Publications

**2015 Annual Awards Competition
for material published in and dated 2014**

**AWARDS BANQUET & PRESENTATIONS
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EDITORIAL CONTENT

NEWS REPORTING SINGLE ARTICLE

22 entries

1st

Daily Racing Form

[Indiana Vet Case Draws Scrutiny, Debate](#)

By Matt Hegarty

November 11, 2014

This story is well-sourced, well-reported and well-written. The reporter does a wonderful job laying out a complex case and the implications it could have on the racing industry in Indiana and beyond. This is a fine example of outstanding journalism.

2nd

Pennsylvania Equestrian

The Star Barn Saga: 'Get Rich' Scheme Costs Dozens of Horses' Lives

By Amy Worden

June 2014

Vividly written and thoroughly reported. The writer does a wonderful job detailing a very sad saga and shining a light on a particularly ugly case of animal cruelty.

3rd

Susan Quinn, Esq.

[What a Connecticut Court Case to Declare Horses "Vicious" Could Mean to You](#)

Published in Horse-Journal.com

February 15, 2014

The writer does an excellent job of explaining how far-reaching the consequences of one boy's trip to a farm could be. The article is full of context and concisely written.

Honorable Mention

Quarter Horse News

Dual Peppy Found Neglected in Colorado

By Kelsey Pecsek

October 15, 2014

The writer describes in heartbreaking detail the challenges faced by animal welfare authorities not only in Texas but across the country.

The Chronicle of the Horse

USEF Censures and Fines Torano Over Facebook Post

By Lisa Slade

July 28, 2014

Crisply written and well-reported with colorful quotes to boot. The article also highlights the challenges judges and officials face in the digital age.

INSTRUCTIONAL SINGLE ARTICLE CIRCULATION/AUV UNDER 20,000

8 entries

1st

Paint Horse Journal

E-fficiency

By Megan Brincks

September 2014

This article made me want to get a pregnant Paint mare just to register the foal. This how-to on online registration made the process seem incredibly easy. I didn't need to look at the graphics to understand registration — the writing was very clear.

2nd

Modern Arabian Horse

Saddle Up: Find the Right Saddle for the Right Fit

By Molly A. Benstein

October 2014

One of the mysteries of owning a horse is the saddle. Does it fit to the horse or the person? How do you know if it fits? What difference does size make? This article does a good job of explaining those points.

INSTRUCTIONAL SINGLE ARTICLE CIRCULATION/AUV 20,000 AND OVER

17 entries

1st

Abigail Boatwright

Shining the Chrome

By Abigail Boatwright and Colleen McQuay

Published in Horse and Rider

October 2014

This article makes me smile. It's a bright positive example of good instructional content. The writing is simple and straightforward. The photos are large and easy to follow.

2nd

Barrel Horse News

The First Five Rides

By Danika Kent

August 2014

Wonderful headline and interesting angle to a story. Very helpful to the reader to have the life skills broken out by numbers. Good use of photos.

3rd

Natalie DeFee Mendik

Train to Win

Published in Horse Illustrated

March 2014

The theme of this story is so simple, yet so elegant. Loved the idea of "from the judge's box". The sidebar to sit or not to sit is excellent.



EDITORIAL CONTENT

Honorable Mention

America's Horse

Haltering and Bridling

By Holly Clanahan and Buster McLaury
September 2014

This is a great article, simple and well-written. The topic is useful to all horse owners. Photos are very helpful.

Horse Illustrated

Rubber Band Braids

By Holly Caccamise
Leslie Potter, Photographer
June 2014

This is the best explanation on how to do a braided mane that I've seen in a long time. Very easy reading and understandable. The photos are extremely helpful. This could be clipped out and hung in the barn.

INSTRUCTIONAL SERIES

8 entries

1st

Practical Horseman

Standing Wrap How-to, How to Apply a Poultice, How to Apply a Sweat Wrap

By Laurie Pitts and Tricia Booker
February, March, April 2014

A super series; easy to understand and follow along. The photographs and bullet points work well for the readership.

2nd

Stable Management

Unfrozen Water Tips

By Nancy Loving, DVM
Kimberly S. Brown, Publisher/Editor
January 2014

A really nice series; basic, but there isn't anything wrong with that. This topic is important to most horse owners.

HORSE CARE SINGLE ARTICLE CIRCULATION/AUV UNDER 20,000

19 entries

1st

NRHA Reiner

Lord of the Flies

By Gavin Ehringer
April 2014

This story is a hands-down winner. The writer nailed the topic and then tackled the subject with expertise, covering every aspect of fly management that anyone with a horse barn would need to know. It was interesting – at times even humorous – and kept my attention from start to finish.

2nd

The Chronicle of the Horse

Shockwave Therapy: Too Much of a Good Thing?

By Suzanne Bush
March 31, 2014

This story had a nice balance. The author was able to convey the benefits of shockwave therapy while still outlining the real risks of not using it correctly – and the challenges of regulating it within the horse show community. The author did a real nice job of explaining all of the technical information, and breaking up that information with quotes from real people. Gives the reader's brain a "break" so to speak.

3rd

Q-Racing Journal

Use Caution with Compounding

By Andrea Caudill
September 2014

This story was good from start to finish. Right away, the author tells why you should care about this topic, then explains the problem, outlines the danger and leaves you with a nice checklist of take-home information. And all of this is done without the story becoming too alarmist.

Honorable Mention

CEH Horse Report

Pigeon Fever: Varying Forms of Infection in Horses

By Sharon Spier, DVM and Mary Beth Whitcomb, DVM
Winter 2014

This story is incredibly comprehensive and well-written. For being so in-depth, and interpreting so much research, I thought this was clear, concise and focused. There's nothing fancy about it, but the authors did what they set out to do.

The Chronicle of the Horse

There Are No Quick Answers to the Question of Sudden Death in Equine Athletes

By Molly Sorge
July 14 & 21, 2014

I really liked the emotional lead-in of this story. Very nice job tackling a medical topic without getting bogged down in technical jargon. I also appreciated the cardio health tips at the end. It's good to leave your readers with actionable items.



EDITORIAL CONTENT

HORSE CARE SINGLE ARTICLE CIRCULATION/AUV 20,000 AND OVER

18 entries

1st Western Horseman *Better Off Barefoot?*

By Katie Frank
January 2014

Finding a specific case to lead into a topic like this was the absolute best way to launch your story. Lots of "voices" (experts and owners alike). The story is well-organized and flows nicely through the information and opinions.

2nd Abigail Boatwright *The Right Side of the Line*

Published in The American Quarter Horse Journal
September 2014

This is an excellent example of how to use a specific case to delve into a topic. The writer made sure to use more than one source and had a vivid quote high in the story. Detection, treatment, prevention all laid out in a logical and concise manner.

3rd The American Quarter Horse Journal *The Kindest Cut*

By Larri Jo Starkey
December 2014

Strong lede sets a picturesque mental image and sets interest in the story. More than one example is used, another plus to this article. Every question that may be raised about gelding is answered.

Honorable Mention

EQUUS *Beware of Botulism*

By Heather Smith Thomas
July 2014

That wee bit of bacteria information in the lede is just enough to make a reader understand how near at hand this disease may be. Good use of more than one source. All major questions answered.

EQUUS *What Your Veterinarian Wants You to Know About Antibiotics*

By Melinda Freckleton, DVM and Christine Barakat
March 2014

Each subsection kicks off with a strong statement, which gives impact to each of the points the writer is making. Clear language and good structure to the story.

SERVICE TO THE READER SINGLE ARTICLE CIRCULATION/AUV UNDER 20,000

23 entries

1st Quarter Horse News *The Mighty Dollar*

By Kelsey Pecsek
August 15, 2014

I really enjoyed this story, from the beginning to end. The writing and reporting were stellar, but most of all, the topic was spot-on. I've seen plenty of horse businesses that would have benefited from an article like this.

2nd Paint Horse Journal *Up the Odds*

By Megan Brincks
December 2014

This was a really good story. The writing – especially for a topic that could have been very dry – felt fresh and flowed well. The approach to the broad topic of breeding was interesting in that it was so focused on one aspect – color. This was information that any Paint horse breeder could use, from the backyard enthusiast to professional breeders.

3rd The Chronicle of the Horse *Surviving a Barn Fire is Just the Beginning*

By Kimberly Loushin

This piece, overall, is really well-written. And what a topic. I love that the writer started with a "real person" story and carried it the whole way through, while still covering all of the health issues that burned horses can suffer. I appreciate that the topic was carried through chronologically, from initial burns to recovery. Very well-written and reported.

Honorable Mention

Equine Journal *20 Barn Hacks to Simplify Your Life*

By Carley Sparks
May 2014

This was a wonderfully fun and incredibly useful story. The writing is simplicity at its finest – quick and easy to read, and informative.

Susan Quinn, Esq. *When Your Horse Turns Out to Be a Lemon*

Published in Horse-Journal.com
July 12, 2014

This story was very well done, and covered everything a horse buyer should know without too much legal jargon or too longwinded. I really like the list of tips at the end.



EDITORIAL CONTENT

SERVICE TO THE READER SINGLE ARTICLE CIRCULATION/AUV 20,000 AND OVER

39 entries

1st

The American Quarter Horse Journal *A Compounded Relationship*

By Larri Jo Starkey and Becky Newell
December 2014

The winner in a photo-finish class is this terrific article covering the good, bad and ugly about compounding drugs. The authors took a complicated subject and made it simple and clear by not taking for granted that readers understood the basic differences between compounded, generic and pioneer drugs. There is something here for everyone, from the longtime owner who may not have completely understood the controversy over these drugs to someone new to the industry who had no idea what the term compounded drug meant. The transitions are good; the balance between quotes and narrative is spot on and there are no holes in this entry whatsoever. This is the type of writing to study whether you're a student trying to learn how to write a feature story or even a writer who just wants to polish his skills.

2nd

EQUUS

Neglected, Abused or Abandoned Horses: How to Help

By Jennifer Williams, PhD
December 2014

A very strong contender for first place, this runner up was both thorough and interesting, covering a topic many horse owners have likely encountered since laws changed resulting in so many horses to be abandoned in recent years. Normally, having an expert write the article (rather than interviewing them and other experts) doesn't result in the best article possible. However, in this case, the expert is very good at writing in a conversational style that is easy to follow yet still authoritative. That is a bit of a rare combination. The lead really hooks readers in because they have probably been in a similar situation. Every possible angle of this topic is explored from legal ramifications to social media precautions and the step-by-step process of what happens in an investigation and rescue.

3rd

Kara L. Stewart *Love It or List It*

Published in Horse Illustrated
April 2014

What this third-place article does so well is boil down a complex problem into several simple questions an owner should ask themselves about their relationship with the horse. But it's not done in an overly general manner, either. Each question is explored with some depth,

supplemented by multiple expert opinions. Anyone who is having trouble with a horse ought to get something out of this article, even if it's just getting pointed in the right direction of figuring out what the real problem is. The copy flows very well and the author makes excellent use of subheads – an element often overlooked that can make both transitions and points of emphasis better.

Honorable Mention

EQUUS

Too Much Time Together?

By Janet L. Jones, PhD
April 2014

Wow, this is a fascinating article. I'm also guessing it's an eye-opening one for many weekend warriors who never considered they might be doing too much with their horse. Normally I would criticize a feature story for not including multiple sources, but in this case the author herself is an expert in the field and she's also a very talented writer. The scenarios you presented with Marie and her horse really helps drive home your salient points about the differences between the human and equine brains.

USDF Connection

Road Rules

By Tracy Gantz
May 2014

If you're looking for a model feature/service article, this one fits the bill. While the author gives the topic an in-depth treatment, it is written so well and flows so smoothly that the reader doesn't notice its length or get overwhelmed with details. That takes talent. The lead is especially captivating and draws you into the importance of this issue from the beginning. The multiple sources were both highly knowledgeable and quotable. I liked the humor in your ending and everything about this entry. Excellent writing through and through.

PERSONALITY PROFILE SINGLE ARTICLE CIRCULATION/AUV UNDER 10,000

19 entries

1st

Horse & Style Magazine *What Makes You Stronger*

By Erin Gilmore
December 2014/January 2015

A moving tale that plunges the reader into the heart of the story right away with an emotional and well-developed scene and follows through with concise, vivid descriptions and excellent pacing. The story explores disability in a way that is moving but never condescending. An inspiring and well-written story.



EDITORIAL CONTENT

2nd Paint Horse Journal *Honoring Buckaroo Tradition*

By Johi Kokjohn-Wagner

July 2014

Clean and clear storytelling that starts with an image-rich lead and goes on to deliver compelling context, strong reporting and a touch of humor.

3rd Mid-Atlantic Thoroughbred *More Than Machines*

By Joe Clancy

March 2014

Nice use of storytelling techniques such as dialogue. Overall, this is an engaging story about the personalities behind a successful program.

Honorable Mention

Q-Racing Journal *Nikeela Black*

By Andrea Caudill

June 2014

A well-organized and interesting profile. The piece is clear and well-organized.

Quarter Horse News *The Will to Live*

By Brandyl Brooks

December 1, 2014

A classic survival story that's well-told and engaging.

PERSONALITY PROFILE SINGLE ARTICLE CIRCULATION 10,000 TO 20,000 / AUV 10,000 TO 50,000

21 entries

1st Untacked *The Annie Oakley of Foxhunting*

By Jennifer B. Calder

Winter 2014

Love the lead and the picture you paint for your reader. Thank you for a great story.

2nd Untacked *Cut From the Same Cloth*

By Jennifer B. Calder

Summer 2014

Your lead makes me want to read the story. You do a great job showing the whole person and not just the horse side of your subject.

3rd Modern Arabian Horse *Leslie Rand Bennett: A Story Woven in Gold*

By Sarah Evers Conrad

Susan Bavaria, Editor

October 2014

I appreciated the sidebar on how she makes the jewelry. Job well done.

Honorable Mention

The Chronicle of the Horse *Ned Bonnie Will Never Stop Advocating for the Horse*

By Sara Lieser

February 10, 2014

I like the lead, and I appreciate the story. He sounds like an interesting man with a heart for the horse industry. Thank you for bringing that out in the story.

The Chronicle of the Horse *Horse of a Lifetime: All the Gold*

By Kimberly Loushin

December 1 & 8, 2014

Thank you for using said. Great ending quote.

PERSONALITY PROFILE SINGLE ARTICLE CIRCULATION OVER 20,000 / AUV OVER 50,000

24 entries

1st Abigail Boatwright *The Honky-Tonk Kid*

Published in America's Horse

October 2014

Relatable life in the lede, what makes this guy unique in the second paragraph, that's how to start a profile. The family's loss of a child is prominent but not overplayed. The reader gets a very good sense of who Aaron Watson is. This is distinctive writing.

2nd Keeneland Magazine *Dual Passions*

By Sue Wylie

Jacqueline Duke, Editor

Summer 2014

Excellent lead, which piques the interest of even a non-horse lover. Paints a picture of what Banke's life is like now and then contrasts it with her less-than-luxurious upbringing.



EDITORIAL CONTENT

3rd Daily Racing Form *From Donkeys to the Derby*

By Jay Hovdey
April 26, 2014

Colorful lede, colorful character. Enough detail so readers enjoy Espinoza's breezy personality but also understand his drive, talent and work ethic. Factual information woven in nicely without bogging down the story. An entertaining read.

Honorable Mention

Daily Racing Form *Last Call, Folks*

By David Grening
August 30, 2014

With a yarn-spinner as gifted as Tom Durkin, the best a writer can do is not get in the way. This author has the right instinct. The tale bounces along and the energy never flags. Highs and lows of a career are covered. An entertaining man, and an entertaining story.

Western Horseman *To Have and To Hold*

By Ross Hecox
July 2014

Picturesque lede, very good feel for the lifestyle and the character of the subject. The writer took care to seek out other voices, which added depth to the story. This story is an easy read and you get a very good take on who Tom is.

FEATURE SINGLE ARTICLE CIRCULATION/AUV UNDER 10,000

22 entries

1st Hoof Beats *Desperate Situations*

By Dave Briggs
October 2014

The collection of stories is told by the subjects with excellent editing and arrangement by the writer. The emotion and heartbreak comes through well.

2nd Mid-Atlantic Thoroughbred *Maryland's Marvel*

By Cindy Deubler
May 2014

The pacing in the article seemed to match the title horse's speed. There was a lot of information presented clearly and concisely. The history was well-written and well worth the read.

3rd New York Horse *Why the Outside of a Horse is Good for the Inside of a Girl*

By Jeanne Albanese
December 2014

The feature weaves the stories of the girls with the facts and figures on youth and horses. A great piece where the writer let the sources tell their story.

Honorable Mention

Mid-Atlantic Thoroughbred *One in a Million*

By Joe Clancy
October 2014

The personalities involved come through clearly in the feature story. The pacing matches the subject well. Well-written and concise, the piece is well done and a fun read.

PATH Int'l. Strides *Awareness, Openness & Action: A Therapeutic Model for EAAT*

By Lisa Wegener and Dr. Emily Sandoz
Kaye Marks, Managing Editor
Karen Karvonen, Editor

Good use of an anecdote to illustrate the story's topic in the opening and in the article. The article is clear, well-written and a pleasure to read.

FEATURE SINGLE ARTICLE CIRCULATION 10,000 TO 20,000 / AUV 10,000 TO 50,000

31 entries

1st Jennifer M. Keeler *No Place Like Home?*

Published in The Chronicle of the Horse
August 4, 2014

Excellent work. With a little more exposition this could play as a general interest story. One of the competition's best.

2nd Untacked *Urban Legends*

By Jennifer B. Calder
Fall 2014

Interesting and well-written piece that outclasses most of this field. The writer is obviously a pro. That's not to say it's beautifully written, but it is fluid and confidently written.



EDITORIAL CONTENT

3rd
The Chronicle of the Horse
Lawson Mayfield United a Community

By Mollie Bailey
 July 7, 2014

Tragic story told without excessive sentimentality. The writer wisely gets out of the way of her subject. A solid piece.

Honorable Mention

Equine Journal
On the Fast Track

By Christina Keim
 November 2014

Good analysis and exposition of a fairly technical issue. In general one of the better pieces in the competition.

Untacked
The Camelot of the Show World

By Molly Sorge
 Winter 2014

A better than average history that seems to ask for a different set of criteria than most of the other pieces. For what it is, it is excellent.

**FEATURE SINGLE ARTICLE CIRCULATION OVER
 20,000 / AUV OVER 50,000**

33 entries

1st
Western Horseman
All the Queen's Cowboys

By Ryan T. Bell
 May 2014

Stellar reporting and top-notch writing are on fine display here. The story is bittersweet. The writer does a wonderful job detailing a way of life that is sadly not long for this world. The readers find themselves chasing after that pesky cowboy hat in the wind and staring up at the night sky.

2nd
Western Horseman
The Bakken Beckons

By Ryan T. Bell
 January 2014

An in-depth look at one of the many stories behind a story that's grabbed national attention. The article provides rich insight into the struggles and successes of oil boom towns. The writer's skilled reporting and stunning prose set this article apart.

3rd
Daily Racing Form
Requiem for a Racetrack

By Marty McGee
 April 12, 2014

A fitting tribute to a racetrack that was once iconic but is now in the "seen better days" category. The writer's language is crisp and details are rich.

Honorable Mention

Horse & Rider
From Heartbreak to Healing

By Jennifer Forsberg Meyer and Kim Lindsey
 February 2014

The tale is both heart wrenching and uplifting. The author takes the reader on an emotional ride filled with grief, hope, passion for the sport and above all love for a son lost too soon.

Julie Kitzenberger
125-Year Tradition

Published in Western Horseman
 June 2014

The author provides great insight into the life of ranchers and particularly the challenges faced by California ranchers in this day and age. The article is rich in history and detail.

**PERSONAL SINGLE COLUMN CIRCULATION/AUV
 UNDER 10,000**

10 entries

1st
Thisishorseracing.com
[My Sons Want to Go to a Funeral](#)

By Joe Clancy
 January 24, 2014

What a great tribute to a horseman. This could have been written like a regular obituary – full of facts about Voss' history and analyzing his impact on racing – but instead this was a story about a real flesh-and-blood mortal. It's told through the eyes of the author and his children.

2nd
Mid-Atlantic Thoroughbred
The Hero

By Sean Clancy
 July 2014

Good job of writing this man's obit and making him human by weaving in personal anecdotes. References to other athletes help give perspective to accomplishments. Great bits of writing, such as the description of Aitcheson's physical appearance and eating habits or, later, comparing his riding tips to getting tips from Hemingway or Lindbergh.



EDITORIAL CONTENT

PERSONAL SINGLE COLUMN CIRCULATION 10,000 TO 20,000 / AUV 10,000 TO 50,000

11 entries

1st Quarter Horse News *Triple Crown*

By Stacy Pigott
July 1, 2014

The winning entry did a terrific job of packing in a ton of detail, sprinkled with just the right amount of opinion, in a relatively short space. The extra effort the author went to including the backstory on Chiquita Pistol was no doubt appreciated by all types of readers. This is just the epitome of a professional, well-written, thoughtful editorial column.

2nd California Riding Magazine *The Toughest Horse Girl*

By Joell Dunlap
July 2014

The writing style utilized with this entry enhanced an already heart-grabbing story and is one that will stay with the reader for some time. Using short and concise sentences created a sort of clipped rhythm as you read this piece, giving a sense of both grief and toughness without being maudlin or dramatic.

3rd Equine Journal *The Riddle of Right and Left*

By Ange Dickson Finn
January 2014

All three of the top entries were excellent and for three very different reasons, which makes placing one higher than another even more subjective than usual. The strength of this column comes from humor, clean writing and how well the author relates to the audience. Referring to your horse as Left Brain and Right Brain was so effective in painting a picture of her quirks. Anyone who has ever climbed into a saddle has to appreciate this piece. What an enjoyable read.

PERSONAL SINGLE COLUMN CIRCULATION OVER 20,000 / AUV OVER 50,000

25 entries

1st America's Horse *The Ride of My Life*

By Holly Clanahan
May 2014

Loved this piece. It literally brought tears to my eyes. I can't help but believe your readers feel that same

connection to this piece and how your experiences and lessons have played out in many other horse families over the years.

2nd HorseChannel.com *50 Miles of Fun on Horseback*

By Jec A. Ballou
April 11, 2014

Very nice piece with a vivid, descriptive word choice. Really made the reader feel like they were on the ride with you.

3rd Horse & Rider *Goals to Build On*

By Jennifer Paulson
September 2014

This is a very well-written piece. I loved the personal connections and anecdotes.

Honorable Mention

Horse & Rider *Cloning of Greed*

By Sue M. Copeland
January 2014

Very well-written piece. You definitely conveyed your passion for this topic. This concise, more journalistic writing style is what I hope some of the other entries in this class will strive to achieve.

Horse Illustrated *Talking to the Animals*

By Leslie Potter
October 2014

Very nicely written piece on an interesting topic. Writing was clean and well organized. Easily rises into one of the top stories in this class.

EDITORIAL EVENT COVERAGE SINGLE ARTICLE CIRCULATION/AUV UNDER 20,000

18 entries

1st Horse & Style Magazine *Le Passionné Saut Hermès*

By Erin Gilmore
April/May 2014

The writing, the photographs, the whole package – magnificent. Makes me want to book a flight to Paris next spring. Great coverage with such interesting history and information about Hermès.



EDITORIAL CONTENT

2nd**The Chronicle of the Horse*****A Veteran and a Rookie Rise Above the Rest at Gladstone***

By Sara Lieser

July 7, 2014

Fantastic story! A great idea to contrast two competitors. Makes me want to follow them and see what happens next. Good writing, beautiful craft.

3rd**Paint Horse Journal*****Golden***

By Jessica Hein

November 2014

Love the first paragraph. Couldn't wait to read more about the games and particularly the reining venue. Nice idea to show vignettes of the Paint reiners.

Honorable Mention**Horse & Style Magazine*****Springsteen Stands Out at American Gold Cup***

By Erin Gilmore

October/November 2014

Such great writing that brings this event to life. Love reading about the people and participants. Beautiful photography. Great style.

Merri Melde***2013 AHA Distance Nationals***

Published in Modern Arabian Horse

Issue 2/2014

This article is a great overall view of an event, from what it takes behind the scenes to what attendees are saying. Good work summarizing a long three days.

**EDITORIAL EVENT COVERAGE SINGLE ARTICLE
CIRCULATION/AUV 20,000 AND OVER**

14 entries

1st**Jennifer Bryant*****The Big Bang Theory***

Published in USDF Connection

November 2014

Very well-written piece, crisp and clean with nice quotes from the competitors. Excellent story that easily emerges at the top of this class.

2nd**Daily Racing Form*****Derby Scene: California Chrome Jogs; Countdown Begins***

By Nicole Russo

May 3, 2014

A really fun piece that painted a vivid picture of the pre-Derby.

3rd**The American Quarter Horse Journal*****A Roaring Success***

By AQHJ Staff

October 2014

Really well-written wrap up of the show.

EQUINE-RELATED EDITORIAL SERIES

13 entries

1st**Western Horseman*****Clone Case and The Clone Age***

By Ryan T. Bell

September and November 2014

Lede sets scene well and details importance of case. Series is very well-written. Extensive backgrounding of main characters works well. Excellent depth report on a serious topic. Good balance—both sides presented. Well-sourced.

2nd**Trail Blazer*****Training Solutions for the Modern Horseman***

By Sean Patrick

April, September, November, December 2014

First-person series from a trainer who shows good expertise with some good practical advice. Many trail riders will associate with the lede on Part 3 which offers very good advice for the time-challenged. Have never seen this difficult issue addressed so well. Part 4 shows some practical ways to combat fear in horses. Some good tips on dealing with loud noises. Good finish. The whole series is effective because the trainer show ways to get inside a horse's head.

3rd**Paint Horse Journal*****The Game Plan***

By Jessica Hein, Megan Brincks, and Rachel Florman

January through December 2014

Good insight from judges and trainers on 12 classes. Shows expertise and should help competitors. Overall, well-written, excellent mix of quotes and paraphrasing. Good instructive quotes reflective of good questions.

EDITORIAL CONTENT

STUDENT EQUINE-RELATED JOURNALISM

8 entries

1st

Hannah Forte

Faculty Spotlight: Ernie Bailey



Published in UK Ag Equine Program's Wildcat Canter
August 2014

The profile covers the subject well.

FREELANCE WRITER EQUINE-RELATED JOURNALISM

16 entries

1st

Julie Kitzenberger

125-Year Tradition

Published in Western Horseman

June 2014

A good descriptive lede helps trace the interesting history of this ranching family. Good quotes from father and well-written with some compelling background material. Very informative – what kind of horses are used, how the cattle are fed and descriptions of life on the cattle drive. Good details about the family. Good information on the problems dealing with the 2013 fire. A very easy read with a good finish.

2nd

Tania Evans

Artful Dodgers

Published in Untacked

Fall 2014

Lede captures theme of article. Excellent backgrounding of Gurlitt and his paintings, plus other works of art. This is a fascinating story of a current topic. Very well-written and sourced.

3rd

Lisa Munniksma

Think Outside the Arena

Published in USDF Connection

March 2014

Good treatment of a vital issue. Don't often see this kind of stuff in a horse magazine. Lede works well to set the scene. Overall, a well-written examination of a serious problem.

Honorable Mention

Katie Navarra

The Equine Sculptures of a Scrap Pile

Published in InStride Edition

July 2014

A fascinating feature. Writer backgrounds Horstman's life and uses some telling quotes. The writing is fluid; an easy story to read. Poignant quote from Horstman provides a strong closing. The author captures Horstman's work very well.

Kara L. Stewart

Love It or List It

Published in Horse Illustrated

April 2014

Excellent practical advice. Lede works well to describe the story theme. Reader will associate with the helpful list of Mismatch Signs. Two expert sources plus one horse owner. Good subject tackled well. Most horse owners might ask these questions.



MULTIMEDIA

MULTIMEDIA EQUINE-RELATED EDITORIAL EVENT COVERAGE

4 entries

1st

The American Quarter Horse Journal **[2014 AQHA World Championship Show](#)**

By The American Quarter Horse Journal Staff
Published on aqha.com

A fantastic presentation of video, photo and written content relevant to the event. Each page is well laid out with expert balance between video presentation, written content and photography. A top notch layout, solid interviews, detailed written summaries for each result gives this entry my mark of approval.

EQUINE-RELATED EDITORIAL MULTIMEDIA

4 entries

1st

CEH Horse Report

[When Disaster Strikes, What Will You Do?](#)

Barbara Meierhenry, Editor
Claudia Sonder, DVM, Contributor
Fall 2014

A very thorough and comprehensive review of handling yourself and your animals in the case of a disaster. Excellent supporting evidence and documentation from pre-existing disasters to inform readers of the dangers of being ill-prepared. Videos are very well produced, including relevant B-Roll and knowledgeable narration that includes helpful alternatives for when you don't have the exact items on hand. Photographs are well described and well composed and are thoughtfully laid out. This is a well thought out and presented piece.

EQUINE-RELATED PUBLISHING MEDIA ENEWSLETTER

5 entries

1st

The Horse: Your Guide to Equine Health Care **[Reader Favorites](#)**

Erica Larson, News Editor
Michelle N. Anderson, Digital Managing Editor
Alexandra Beckstett and Stephanie Church, Editorial Team
Jennifer Whittle, Digital Producer
Kimberly Reeves, Designer
Published on TheHorse.com
April 18, 2014 and September 26, 2014
Very clean, easy to read design. Fast load.

2nd

Equineews

[The Weekly Feed](#)

Erin Ryder Hsu, Digital Marketing Manager
Catherine Bishop, Writer
Mark Llewellyn, Editor
Susan Hammonds, Newsletter Coordinator
November 13, 2014 and December 10, 2014
Background color pops content. Easy read. Not too much content.

EQUINE-RELATED PUBLISHING MEDIA BLOG

7 entries

1st

EQUUS

[The Jurga Report: Horse Health Headlines](#)

By Fran Jurga
Lindsay Porter, Content Manager
January to December 2014
You broke up the information into an easy to read format, and I appreciated the visuals provided. You discussed lots of information without boring your reader.

2nd

The Horse: Your Guide to Equine Health Care

[The Winning Edge](#)

By Alexandra Beckstett
Michelle N. Anderson, Digital Managing Editor
January to December 2014
Thank you for the pictures, bold words, and bulleted list. You did a nice job of writing your information and organizing it in an easy-to-read format.

ONLINE EQUINE-RELATED LONG-FORM JOURNALISM

7 entries

1st

Blood-Horse

[Memories of a Master](#)

By John Scheinman
Kim Reeves, Designer
Claire Novak, Online Features Editor
Jim McCue, Photographer
Tim McCue, Videographer
Published on bloodhorse.com
May 12, 2014
There are so many good things to say about this piece. From the taut, expressive writing to the design and layout, this is the clear winner in an amazingly impressive field. There's something to be said for the navigation, which offers readers multiple entry points and ease of use, but it's extremely hard not to focus on the writing itself. It strikes just the right balance of illustration and explanation, and does so with a bold yet understated style.



MULTIMEDIA

2nd Blood-Horse

[Waiting, and Waiting, for Crowning Glory](#)

By Frank Angst
Kim Reeves, Designer
Claire Novak, Online Features Editor
Anne Eberhardt, Visuals Director
Published on bloodhorse.com
May 26, 2014

It's no easy task to elegantly weave together information and anecdote, but the author succeeds. This piece could be a primer on how to combine myriad sources into a single, compelling narrative while chunking prose to make it more digestible for readers. While the writing stands out for its deft structure, the overall presentation deserves a nod as well, for sophisticated use of white space and complex, impressive interactive graphics.

EQUINE-RELATED VIDEO OR DVD

8 entries

1st Maravilla Productions

[Equestrian Nation: The Amish Horseman](#)

Dan Weyand, Executive Producer
May 15, 2014

A wonderful story and fantastic shots.

2nd HRTV

[Willie Nelson: The Love of Horses](#)

Phil Kubel, Executive Director
Molly McGill, Producer/Editor
December 28, 2014

The story of Willie Nelson is something I had heard about but it was wonderful to see the actual ranch and see the work they are doing there.

EQUINE-RELATED PUBLISHING MEDIA WEBSITE

11 entries

1st Blood-Horse

[BloodHorse.com](#)

Tom LaMarra, Online Content Editor
Ron Mitchell, Online Managing Editor
Claire Novak, Online Features Editor
Chris Wittmer, Adam Spradling, Jennifer Whittle, Web Producers

Easy to read daily. Clean menu bar with contrast with content. Excellent typography.

2nd Quarter Horse News

[QuarterHorseNews.com](#)

Stacy Pigott, Editor
Sonny Williams, Digital Editor
Nice use of flip page for ad. Excellent use of typography, html5. Unique design. Nice four column layout. Great mobile version.

3rd HRTV

[HRTV.com](#)

Phil Kubel, Vice-President, Digital Media & Technology
Very well done slider for featured content. Great accessible video, clean layout with nice drops downs. Easy to navigate.

EQUINE-RELATED PUBLISHING MEDIA DIGITAL EDITION

5 entries

1st Q-Racing Journal

By Q-Racing Journal Staff
July and November 2014

This was a sheer joy to review. The typography was very good, the interactive elements worked as they should and added to the positive experience. I could navigate through the entire magazine without a steep learning curve. Articles would clearly be interesting to the viewers. Photos were relevant, well-exposed and properly color balanced. OMG, there is actually a fully functional, very user-friendly e-magazine platform out there.

2nd America's Horse

By America's Horse Staff
May and June 2014

I enjoy these magazines. The consistency of page layout and typography create a cohesive and stress-free experience.



PHOTOGRAPHY & ILLUSTRATION

EDITORIAL ACTION PHOTOGRAPH

13 entries

1st

Western Horseman

A Tribute to Tom (Zach Peters)

Walter Workman, Photographer
October 2014

The photo conveys a lot: concentration by both the rider and horse; concern on the faces of the audience. Exploding dirt shows action. Cropped and lighted well.

2nd

Western Horseman

Perla Tapatia

Kathy McCraine, Photographer
March 2014

Nice action photo, cropped well and lighted well. See how the dust picks up the light, and gives a halo effect? Photo captures the horse's motion and the ruffles at the right moment.

3rd

Blood-Horse

Four Off The Floor

Anne M. Eberhardt, Photographer
May 10, 2014

Good action, cropping and light in this post-victory shot. Blur of the audience in background contrasts with in-focus horse; this conveys speed.

EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH

13 entries

1st

Holistic Horse

Uplifting Humanity

Adrian Zepeda, Photographer
October/November 2014

An excellent moment is captured here between a girl and her horse. This photo is the perfect example of how strong the bonds between people and animals can be.

2nd

Chrome

Taylor Earnhardt

Jessica Hein, Photographer
Fall 2014

Excellent composition and exposure help make this photo fantastic. The photo perfectly captures a tender moment between a cowgirl and her horse.

3rd

Western Horseman

Making a Match

Ross Hecox, Photographer
June 2014

Talk about a gentle giant. This photo wonderfully captures a tender exchange between a young cowboy and his faithful horse.

EDITORIAL PHOTOGRAPH

16 entries

1st

Western Horseman

A Tribute to Tom (Casey Jack Miller)

Walter Workman, Photographer
October 2014

A nice portrait. Nice light. This is the kind of photo that one would frame and hang on the wall as part of your Western theme art collection.

2nd

Amy K. Dragoo

She's Got the Green Light

Published in The Chronicle of the Horse
June 9, 2014

The motion blur and the angle add a different dimension to this photo. They illustrate the thrill of riding.

3rd

Mid-Atlantic Thoroughbred

Attention to Details

Barry Bornstein, Photographer
June 2014

The early morning light in this photo is great. It also shows the effort the photographer made to capture this image. Through the morning mist, we see that the focus is always about the horse.

Honorable Mention

Mid-Atlantic Thoroughbred

Sky's the Limit

JoAnn Hayden, Photographer
December 2014

A nice artistic image. The clouds and the light from the time of day make the photo.

Western Horseman

Waiting for 8

Walter Workman, Photographer
July 2014

I like the way the horses on the left are looking one way, those on the right are looking the opposite way, and the horse in the middle looks straight ahead. The photographer had a split second to take the shot, but managed to get a nice portrait.



PHOTOGRAPHY & ILLUSTRATION

EDITORIAL INFOGRAPHIC (PRINT OR ONLINE)

7 entries

1st

The Horse: Your Guide to Equine Health Care *Navicular Disease*

Claudia Summers, Designer
Stephanie Church, Alexandra Beckstett, Michelle N.
Anderson, Erica Larson, Editorial Team
Published on TheHorse.com
June 30, 2014

This entry is well-detailed and in-depth where it needs to be, yet short enough to be digested as an infographic rather than a "charticle." Good balance between words and images with sophisticated design.

2nd

CEH Horse Report *Equine Emergency Preparedness: Develop Your Individual Disaster Plan*

Barbara Meierhenry, Editor
Claudia Sonder, DVM, Contributor
Fall 2014

What I love most about this entry is its at-a-glance usability. I can easily see readers pulling this from the magazine and posting it on an office wall or refrigerator. It's a bit heavy on text, but the solid illustrations and easy-to-read font make it highly usable.

ILLUSTRATION (PRINT OR ONLINE)

8 entries

1st

InStride Edition *Frozen Semen*

Joselyn Leonhart, Illustrator
February 2014

This is an excellent drawing technically and illustrates the concept in an ingenuous way that is easily understood. Aimed at an audience of horse breeders, it hits the mark and will easily draw its audience into the article.

2nd

Chrome *Call of the Wild*

Brian Rawlings, Illustrator
Summer 2014

This is a beautiful illustration in a style that isn't seen very often these days. It's hard to tell whether it's hand drawn or a digitally enhanced photograph. Regardless of the method, the muted earth colors go well with the headline type, not to mention that it enhances the content of the article. Ten times more interesting than stock photos, or even commissioned photos.

FREELANCE EDITORIAL PHOTOGRAPH

17 entries

1st

Dusty Perin *The Horse Inspects the Work*

Published in American Farriers Journal
September/October 2014

This photograph is a true winner. The exposure is so perfect, the color is so true and the perspective so enhancing you feel as if the man and horse are standing right in front of you, and you could reach right out and touch them. But, the pose and expression is what really takes it over the top.

2nd

Kasey Mueller *Michael Pollard and Mensa G at Richland Park*

Published in EventingNation.com
October 13, 2014

This is what I call "the money shot". It is perfect in all technical respects and narrative in a situation where the speed of the subject only gives the photographer a nano-second to get it right.

3rd

Julie Kitzenberger *Larger Horses That Can Take the Traveling*

Published in Western Horseman
June 2014

The subtle backlighting in this photograph and the low contrast silhouette effect make this image extremely alluring. There is great composition, balance and texture that all come together to make this a real winner.

Honorable Mention

Julie Kitzenberger *Opening Shot - Obstacle Course*

Published in Western Horseman
April 2014

This photograph clearly tells a story. The long shot makes room for a wonderful composition; the viewer gets the feel of driving a herd through a terrain laden with obstacles from the cowboy's perspective. This image conveys hard work but it also has a very peaceful aspect to it.

Dusty Perin

Safe Longeing

Published in The Horse: Your Guide to Equine Health Care
December 2014

The camera angle really makes this shot. It exaggerates the balance and gives the viewer a clue to what "safe longeing" is all about. The infinite focus sheds light on the purpose of the trainer from the underbelly of the powerful horse, which is a masterful touch. The exposure and composition are stellar.



ADVERTISING

PUBLICATION STAFF SINGLE ADVERTISEMENT

30 entries

1st

The Chronicle of the Horse *Dressage Issue*

Adrienne Martinez, Designer
May 5, 2014

I really appreciate the typography which makes an obvious reference to the exacting disciplines of both dressage and Bauhaus design. I would not change anything about this. It is dramatic, clean, and creates a direct connection with the reader. The kerning of "DRESSAGE ISSUE" is perfect. The photograph is very high quality, the position of the horse's legs is ideal, and the exacting Bauhaus-style typography (including the colors used) shows the care with which the designer worked. There are no extraneous design elements to distract the reader from the content. This is a clear winner because the historical references, excellent photograph, and easy readability all come together in one design.

2nd

Speedhorse *Future Fortunes Trifecta*

Mark Holley, Art Director/Senior Designer
May 2014

This concept is very strong and every inch of the design answers to that concept. This is a fine design and the workmanship is well deserving of a placing in this competition.

3rd

Chrome *APHA Member Model Search*

Jody Johnson, Designer
Spring 2014

This is beautifully done, and I love the concept involved. You're doing a very nice job of working the images around the film. I know how much work went into this and I applaud you for the concepts that you built so well.

Honorable Mention

Speedhorse *Red Storm Cat*

Mark Holley, Art Director/Senior Designer
January 2014

This overall design is strong. The mood set by the lighting and the coloration is good. I particularly enjoyed the additional light in the left lower corner around the horse's head, and then the light falls off behind the hips of the horse. This makes it quite believable lighting condition for this image.

The American Quarter Horse Journal *Western Civilization*

David Brown, Designer
May 2014

This is a very powerful image, and I love the overall feel of this advertisement. The content of the text underneath the word "civilization" was a strong reason for this award. It's this quality of text that connects a viewer to an advertisement and makes this advertisement memorable.



COVER & EDITORIAL DESIGN

PUBLICATION COVER PAGE CIRCULATION UNDER 10,000

22 entries

1st Miniature Horse World Stallion Issue

Rebekah Petty, Designer
February/March 2014

This piece is mystical and certainly the breed of this horse suggests this. The low-key lighting and subtle color enhance the mood. The animal stands straight legged in the center of the page, his neck and head arching across the masthead. The horse meets the eye of the viewer, his mane tinged with light.

2nd Appaloosa Journal National Youth World

Dana Russell, Editor
John Langston, Art Director
June 2014

Beautiful use of color and design. The shapes and lines of the horse's head lead the eye around the picture. The angle of the neck takes your eye into the horse's head. The curve of the neck is counterbalanced by the curve of the rump. The color of this piece is so beautiful. The warm red-brown is set against a cool blue-green with a typeface and size that is perfect.

3rd Gaitpost Magazine The Foals of 2014

Linda Horn, Designer
Eleanor Klawer, Editor
August 2014

I love this cover. The foal gallops into the picture. The dandelions dot the field in the background creating a lyric quality to the piece. The title "Foals" is drawn in a rhythmic script. The purple of the masthead is a perfect counterpoint to the colors in the rest of the composition.

Honorable Mention

Mid-Atlantic Thoroughbred Hi Ho Silver

Barrie Reightler, Designer
Stuart Haman, Photographer
May 2014

Beautiful composition. Ornate trophy is contrasted with the strong figure of the cadet. Light, metallic filigree is contrasted with broad, dark fabric and complexion of the soldier. The tilt of the vase is anchored by the strong figure standing upright. Soft pastels provide the background.

Paint Horse Journal Time Honored

Art Vasquez, Designer
Andi Harmon, Photographer
July 2014

This beautiful photograph evokes the spirit of the West. The rider gazes at the viewer astride a graceful Paint, its head gently turned aside. They stand atop a vast expanse of land that fades into the distance. The violet clouds create a soft diagonal across the sky taking the eye from the masthead to the plain, supporting the warm colors of the horse and figure.

PUBLICATION COVER PAGE CIRCULATION 10,000 TO 20,000

12 entries

1st Modern Arabian Horse AM Star of the Sea

Cat McKenna, Photographer
Liz Bilotta, Designer
January 2014

Strong action photo with nicely placed, tasteful cover lines and a strong nameplate make this entry a winner. Appealing color palette. The photo is sized perfectly to fill the cover but also leave a healthy amount of negative space. Just enough overlap of rider's hat over nameplate to not interfere with the words or readability.

2nd Untacked Spring Fashion Preview

Sylvia Gashi-Silver, Art Director
Spring 2014

An appealing couple act as the focal point for this cover. Image is sized perfectly with room for nicely designed cover line to frame the image. Nameplate, although a delicate font, is strong because it is one word. Each cover line is designed with interesting font choices and varying sizes and colors.

3rd Untacked Cocktails for Every Occasion

Sylvia Gashi-Silver, Art Director
Summer 2014

The limited color palette makes this cover stand out from the rest. Nicely balanced placement of cover lines. Strong silhouette against the background that fades to paper white is striking.



COVER & EDITORIAL DESIGN

PUBLICATION COVER PAGE CIRCULATION OVER 20,000

20 entries

1st

Western Horseman *Hangin' Tough*

Ron Bonge, Art Director
Don Weller, Artist
November 2014

A very well-done, appealing and fun cover. A fantastic illustration and text placement perfectly balances the composition. The pull color and choice of font grab the eye.

2nd

Chrome *Western Weddings with Chrome*

Art Vasquez, Designer
Jennifer Robison, Photographer
Spring 2014

The cover is simply beautiful. A clean design and strong use of photograph make this design especially eye-catching.

3rd

Trail Blazer *The Golden Years*

Susan Gibson, Designer
Dorota Kabuta, Photographer
January/February 2014

A great illustration makes this cover pop. The color of the text corresponds wonderfully with the subject matter to make for a well-composed cover.

Honorable Mention

The American Quarter Horse Journal *The Cowboys of Barthle Brothers Ranch*

Larri Jo Starkey, Photographer
Justin Foster, Designer
August 2014

Great balance between the cover photo and text. The photo creates a feeling and the pull color ties the composition together.

The Horse: Your Guide to Equine Health Care *Structure & Function Issue*

Dr. Robin Peterson, Illustrator
Brian Turner, Designer
Alexandra Beckstett, Managing Editor
Stephanie Church, Editor-in-Chief
January 2014

A creative use of graphics, photography and clever choice of font make this an interesting cover.

EDITORIAL DESIGN CIRCULATION UNDER 10,000

24 entries

1st

Horse & Style Magazine *Adventures at Tölt Speed with Riding Iceland*

Ryan Anne Polli, Art Director
October 2014

Fantastic use of photos and graphics throughout the design. Use of pull color ties the simple, elegant design together allowing the photography to speak.

2nd

The Florida Horse *2014 Simulcasting Conference*

John D. Filer, Art Director
Brock Sheridan, Editor-in-Chief
November 2014

Fantastic use of graphics and pull quotes to break up the text. The background graphic ties the design together making it very compelling.

3rd

NRHA Reiner *Lord of the Flies*

Jana Thomason, Manager of Editorial Production, Designer
April 2014

You make ugly look good. This is a nice clean design that draws the reader in. Good use of photography, color, and those little flies to break up design.

Honorable Mention

Mid-Atlantic Thoroughbred *Blazing Bayern*

Barrie Reightler, Designer
September 2014

A wonderful opening spread with a compelling photo. The rest of the design makes great use of photos.

Speedhorse

American Quarter Horse Hall of Fame

Leann Noguera, Production Manager
April 2014

Good use of framing and borders ties into the theme of the story and makes the design cohesive.



COVER & EDITORIAL DESIGN

EDITORIAL DESIGN CIRCULATION 10,000 TO 20,000

11 entries

1st

InStride Edition

A Ride to the Top?

Corrine S. Borton, Designer

May 2014

This entry is a breath of fresh air from beginning to end. The silhouetted images on a white page, along with a small amount of body copy, makes each spread so inviting to read. Photography is lively and consistent from page to page. Creative typography for headline. Beautiful job overall.

2nd

Equine Journal

Comparison Report: A Look at the Difference Between GMO and Non-GMO Feeds

Daniel Goodwin, Art Director

June 2014

Beautiful graphic approach to this article. Eye catching color that is incorporated in the whole article. Loved that the horizontal dotted line with end squares used as a graphic element in the opener turns into vertical rules between columns on the pages after the opener. Beautiful attention to details. The opening photo was made more interesting by overlapping the text box shape and using tasteful typography within the shape.

3rd

Modern Arabian Horse

Versatility on Display: 2014 Sport Horse Nationals

Liz Bilotta, Designer

Susan Bavaria, Editor

December 2014

Special effect on the strong opening photo along with tasteful and graphic typography make this entry stand out. All the elements are working beautifully on the opener. The following spreads have nice groupings of photos. Even though the following pages are chock full of information, it does not look cluttered. Clean, tasteful design throughout.

EDITORIAL DESIGN CIRCULATION OVER 20,000

30 entries

1st

Western Horseman

The Clone Age

Ron Bonge, Art Director

November 2014

The opening spread of this editorial design is evocative. Presenting the photo of these identical looking horses in a monochromatic scheme really brought the feel of cloning home. The painted bluish strand of DNA wrapping around the headline is powerful, depicting the subject at hand at a glance. The following pages bearing the DNA strand to embellish the pale blue quotes creates cohesiveness. The photo placements and treatment of the body of text is clean and professional. This design is truly a winner.

2nd

Chrome

1 of a Kind

Art Vasquez, Designer

Spring 2014

The descending staircase of the opening page spread dumped me right into this wonderful editorial design from the first second I looked at it. Then I was thrilled to find that every bit of typographic design, sensual color and graphic treatment did nothing but enhance the subject matter of the very professional images in this piece. It is absolutely cohesive and alluring.

3rd

Trail Blazer

No Hoof No Ride

Susana Gibson, Designer

November 2014

This editorial design is long, full of information and with all that going on, exquisitely designed. It is obvious that a lot of forethought went into the design elements and their placement. The image on the opening spread is breathtaking. Then the use of the cloud background under the text to separate all five sections holds the intensity of the opener, creating recognizable consistency. The treatment of the typography and the photo placements are very professional.

COVER & EDITORIAL DESIGN

Honorable Mention

EQUUS

The Healing Power of Honey

Celia Strain, Art Director
May 2014

The warm early morning tones in the opening photo of this editorial design work so well behind the inviting jar of golden honey, that it lures the reader right in. The typographic treatments on this opening spread are evidence of skillful designing. The pen and ink illustration of the hive adds just one more pleasing element. The pages that follow are very professionally laid out, with great balance and attention to making each element complement the other.

Western Horseman

The Bakken Beckons

Ron Bonge, Art Director
January 2014

The opening spread to this editorial design is visually impressive. It causes the viewer to want to know more about the story behind it. The photo choice is story telling in itself and then the heavy headline treatment with the disconcerting oil splatters really draws you in. The continuation of bold text elements and oil splatters throughout the layout makes the design very cohesive. The hairline rules used on the opening pages and then separating the columns of text throughout the design is a nice touch.

ONE PAGE OR TWO PAGE SPREAD EDITORIAL DESIGN

7 entries

1st

The Florida Horse *Peaceful Battle*

John D. Filer, Art Director
Brock Sheridan, Editor-in-Chief
November 2014

Beautifully harmonious in color and design. Dynamic composition with a tonal counterpoint creates a powerful combination. The racing horse is cropped perfectly, as it enters the picture plane with alternating angles. The energy of the horse is balanced with the color of the text/title design. Thin rule around the photo enhances the weight of the headline, and contains the action. The interjected quote is a perfect note in color and weight.

2nd

The Florida Horse *Flat Out Smokin'*

John D. Filer, Art Director
Brock Sheridan, Editor-in-Chief
January 2014

Dynamic composition with well-orchestrated elements. The horse thunders into the composition from the upper right. The headline is presented in an elegant, fine weight, condensed font vs. bold, condensed variegated color. Open space behind the text is a rest for the eye and is the foundation of the other elements. The most interesting element is the color used. Rather than expected harmony of color, there is a cacophony of reds, pinks and orange. The cool blue in the blanket and the green trim on the rider add an underpinning.

VALIANT HUMAN-ANIMAL BOND AWARD

Sponsored by **Luitpold Animal Health**
Makers of Adequan® (Polysulfated Glycosaminoglycan)

21 entries

WINNER

Jeanne Albanese

"Why the Outside of a Horse is Good for the Inside of a Girl"

Published in *New York Horse*

December 2014



SPECIALTY CLASSES

PUBLISHING MEDIA EQUINE-RELATED SPECIALTY OR CUSTOM PUBLICATION

6 entries

1st

The Florida Horse 2014 Florida Horse Farm & Service Directory

Brock Sheridan, Editor-in-Chief

John D. Filer, Art Director

June/July 2014

This publication is a farm and service directory that comes out once a year to assist those in the Florida Thoroughbred breeding and racing industries. From cover to cover every bit of information, whether it is informative, entertaining, or promotional adheres to the original intention of the creation of this publication. The design of this directory is not only attractive but shows great forethought to usage. This type of directory will be referenced often. The construction with it's perfect binding; laminated cover and tabs make it durable. The protruding tabs make the search for information a pleasure instead of a chore. The directory pages are laid out in a clean and concise manor. The cover and editorial content are beautifully designed. This entry is truly a winner.

2nd

Paint Horse Journal Flash

Jessica Hein, Editor

Art Vasquez, Creative Director

PHJ Staff

March 2014

This annual publication is geared toward timed-event enthusiasts. It celebrates and promotes the Paint Horse in all its excellence. It details both the flash of the animal and the lifestyle that surrounds him. The creators of this publication have succeeded in producing what they had intended, starting with an alluring cover that feels as great to the touch as it looks. The internal pages cover stories of cowgirls who dress in the fashion of the Paint world then goes on to tell stories of flashy Paints that have been great achievers. It's ALL about the flash of the Paint horse and the style that goes with it. The layout is fun and exciting from cover to cover and a real winner.

EQUINE-RELATED BOOK (PRINT OR E-BOOK)

16 entries

1st

Robin Hutton

Sgt. Reckless: America's War Horse

By Robin Hutton

Copyright 2014

Painstakingly researched books, complete with notes, an index, dozens of on-the-scene photos and a bibliography, are often respected but aren't renowned for their appeal to readers. Sgt. Reckless, America's War Horse, is different. Author Robin Hutton has crafted an amazingly detailed, fascinating, and documented sage of a war horse who served the Marines during the Korean War – a spunky, intelligent little horse that ate bread, uncooked oatmeal, Hershey bars, peanut butter and jelly sandwiches, carrots and apples, loved beer, disliked dogs, slept in a marine's tent on cold nights, and was devoted to the soldiers she served.

Hutton never overlooks the big picture of Reckless' contributions to the war effort; she went to hoof camp and learned how to walk over barbed wire, crawl into bunkers, tolerate the sound of explosions, and carry 8-10 rounds of rifle ammunition in canisters to the marines who needed it on the front lines of Korea. The story is told from a human (and horse) perspective, leading to the recognition of Reckless' service by her promotion to the rank of staff sergeant. After retiring to Camp Pendleton, she became the mother of three foals: Fearless, Dauntless and Chesty. Reckless died at the age of 20 in 1968. It sounds like the stuff of an exciting narrative film, but it's a nonfiction book that's hard to put down.

2nd

Ellen Harvey

Standardbred Old Friends

By Ellen Harvey

Barbara D. Livingston, Photographer

Copyright 2014

Written by Ellen Harvey, the third book in photographer Barbara D. Livingston's Old Friends series offers breathtaking photographs of magnificent senior Standardbreds – some drop-dead gorgeous, others not so much; some agreeable in temperament, others nowhere close – accompanied by impressively well-written vignettes, loaded with anecdotes, humor and compassion, about each horse's life. It's a perfect, high-quality keepsake for lovers of this very special breed and reveals aspects of their characters and careers that aren't well known.



SPECIALTY CLASSES

3rd**Practical Horseman*****Classical Riding with George H. Morris***

By Editors Sandra Oliynyk and Allison Rogers
Copyright 2014

This book starts with an opening chapter that refers to the author, George H. Morris, in the third person. After that, the voice becomes that of Morris and once Morris starts concentrating on the interaction between horse and rider, along with the process of training the horse, the book finds its stride. Morris manages to show confidence without sounding smug or overbearing. Especially effective are the excellent and very specific step-by-step photos and descriptions of what's right and what's wrong.

Betty Weibel***The Cleveland Grand Prix: An American Show Jumping First***

By Betty Weibel
Copyright 2014

Who knew that Cleveland was and continues to be the hot spot for grand prix show jumping? Not me, and I grew up on the west side of Cleveland. This immaculately researched and painstakingly assembled history is an essential contribution to the legacy of the sport. Although it's written rather formally, there are enough anecdotes and quotes to keep it interesting.

Honorable Mention**Freedom Health/SUCCEED*****The Guide to Equine Colic Awareness***

Patrick Warczak, Jr, Creative Director
Jackie Baker, Digital Marketing Strategist, Writer
Copyright 2014

This is a well-researched and artfully balanced series of chapters that utilizes technical terminology and practical observation techniques. Helpful and highly readable.



ALLTECH A+ EQUINE JOURNALISM AWARD

11 entries

WINNER**Lauren Giannini**

"Learning to Fly—Polo Gives Alex Ebel His Wings"

Published in *Sidelines Magazine*

December 2014



GENERAL EXCELLENCE

GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION UNDER 15,000

7 entries

Winner

Paint Horse Journal

Jessica Hein, Editor

Art Vasquez, Art Director

Published by American Paint Horse Association

October, November, December 2014

Paint Horse Journal starts nicely with a clean, easy-to-read table of contents. Good profiles and event coverage; nice layout and design. Just overall nicely done.

Honorable Mention

NRHA Reiner

Carol Trimmer, Editor

Bucky Harris, Art Director

Published by National Reining Horse Association

February, July, October 2014

NRHA Reiner offers content for youth, non-pro and professionals with good event coverage. I like the short snippets at the front of the editorial well. All in all, very nice.

GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION 15,000 AND OVER

5 entries

Winner

The American Quarter Horse Journal

Becky Newell, Editor

Tim Archer, Art Director

Published by American Quarter Horse Association

May, October, November 2014

With clean, eye-appealing layouts and photographs, The American Quarter Horse Journal does a good job of appealing to a wide membership. Health articles can appeal to all, and in three submitted months, a training article appeared for nearly every segment of the industry. Really nice event coverage as well. Overall a winner.

Honorable Mention

America's Horse

Holly Clanahan, Editor

Tim Archer, Art Director

Published by American Quarter Horse Association

May, August, November 2014

America's Horse does a really nice job of offering different articles to reach the different segments of the industry mentioned in the purpose statement. There is something here for everyone.

GENERAL EXCELLENCE STATE OR REGIONAL PUBLICATION

4 entries

Winner

Equine Journal

Kelly Ballou, Editor

Elisabeth Gilbride, Publisher

Daniel Goodwin, Art Director

June, July, September 2014

Equine Journal is a beautiful, engaging publication from cover to the "Last Laugh" back column. Excellent mix of features and quick take home items sections. The Equine Journal is a shining example of what an all-discipline publication should be: entertaining, educational and informative.

GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION UNDER 15,000

11 entries

Winner

Driving Digest

Ann Pringle, Editor

Linda Yutzy-2infinity Design, Art Director

Published by Pringle Publications

January/February, July/August, September/October 2014

Driving Digest offers highly effective covers with some variety but a strong sense of identity. Contents pages use light color to divide them up; good use of photos; well arranged. The creative use of color playing off illustrations on a few key features is a welcome break from the "standard" layouts seen in many magazines. Likewise, the writing is a cut above, drawing the reader into the scene or the personality.

Honorable Mention

EquiManagement

Kimberly S. Brown, Publisher/Editor

Leslie Warren, Art Director

Summer, Fall, Winter 2014

EquiManagement's excellent covers portray different aspects of the equine vet business. Plenty of articles mentioned on the cover yet not cluttered or distracting. Contents is clean and easily used. The features jump right into the topic; are very straightforward. This publication was the most practical and useful of the entries and one I would recommend to all equine vets.

GENERAL EXCELLENCE

Untacked

Kat Netzler, Editor
Katherine Bellissimo, Publisher
Sylvia Gashi-Silver, Art Director
Winter, Spring, Summer 2014
Gorgeous covers are in keeping with the intent of Untacked. Contents are bold and effective. The extra-wide pages allow for bold layouts and this magazine delivers them. Call out quotes break up those big pages when a photo doesn't. Much of the writing has the kind of first paragraph that catches the reader's imagination and draws them into the story. Topics are spot-on for the magazine's mission.

GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION 15,000 AND OVER

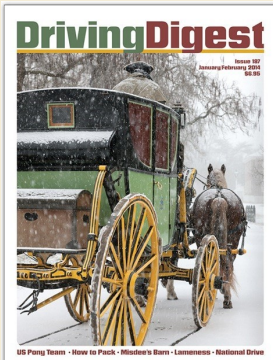
10 entries

Winner EQUUS

Laurie Prinz, Editor
Celia Strain, Art Director
Published by Active Interest Media
March, June, October 2014
EQUUS' covers capture the essence of the horse. Plenty of information on the cover without being too busy. Attractive and effective contents. Features are thorough, well-written and well-illustrated.

Western Horseman

Ross Hecox, Editor
Patty Tiberg, Publisher
Ron Bonge, Art Director
January, July, November 2014
The covers of Western Horseman call up the old west. Contents are flexible to use photo large if warranted. Perhaps the best writing in the class. The publication covers many aspects of western horsemanship.



OVERALL PUBLICATION WINNER Driving Digest

Ann Pringle, Editor
Linda Yutzy-2infinity Design, Art Director
Published by Pringle Publications

Driving Digest blends clean, balanced design with editorial content that is as compelling and informative as it is simply, well, a hoot to read. There's something to be said for the consistency of quality in the writing and editing across multiple editions. The authors and their editors deserve generous praise for their skill in weaving humor, quantitative information, history, wit, and so much more into every piece in the samples provided. While all entries in this class received high marks for their work in meeting the Statement of Purpose, the staff of Driving Digest seems to intuitively recognize that by providing the highest quality editorial content, the magazine is doing precisely that. While the design and layout are solid, it really was the writing and editing that put this entry over the top to earn this well-deserved award.





BUSINESS DIVISION

BUSINESS SINGLE ADVERTISEMENT

18 entries

1st

Washington International Horse Show ***Finally, Something Both Parties Can Agree On***

Linas Virbickas, Beth Stewart, Blair Staruch, The Agency, Discovery Communications

Shelli Breidenbach, Photographer

July to October 2014

Elegant, beautiful image. Typography is understated, yet easy to read and comprehend. Rich blue background is sophisticated and works well to support the photography. Headline copy is clever and connects to the event locale perfectly.

2nd

Freedom Health/SUCCEED ***The Truth is in Here***

Patrick Warczak, Jr., Creative Director/Copywriter

Andy Knight, Writer/Concept

Ellen Flint, Graphic Designer

Summer 2014

Photographic imagery is certainly attention-getting. Headline is perfect tie-in to guide viewer to read the copy and understand the product benefits and claims. White background unifies the elements and keeps the overall composition "clean". Copy is succinct and informative.

3rd

Manna Pro ***The Right Nutrition for Working Mothers***

Geile/Leon, Designer

February 2014

Dynamic composition and angles. Interesting cropping of logo. Transparency and shading techniques help to unify the elements. Photo choice reinforces headline messaging.

Honorable Mention

SmartPak ***ColiCare \$7,500***

Sara Florin, Creative Director

October 2014

Beautiful photograph pulls viewer into ad. Limited color palette reinforces product branding. Clean composition and arrangement of elements. Graphic treatment of headline supports messaging and product offering. Copy is succinct and easy to understand.

W.F. Young

UltraShield EX

Molly O'Brien, Marketing Communications Manager

Paul Hill/Martino Flynn, Creative Supervisor

April 2014

Clever headline clearly reinforces product features. Use of black color relates to product branding and to product usage. Website band works well to showcase the URL and to visually tie the copy block to the product hero photograph.

BUSINESS ADVERTISEMENT CAMPAIGN

4 entries

1st

Ariat International ***Know Where You Stand***

Liz Bradley, Ariat: Global VP of Marketing

Chuck McBride, Cutwater: Founder/Chief Creative Officer

February 2014, First publication date

Ariat couldn't have presented themselves more professionally than they did in this ad campaign. The form of these famous equestrians modeling the popular Ariat boot is narrative and evocative. The simple, graduated background in all these images is perfect. The understated typographical treatments help ensure the fact that the product in these designs is the focal point. Advertisements don't get much more successful than this.

BUSINESS EQUINE-RELATED NEWSLETTER

3 entries

1st

SmartPak ***SmartPak eNewsletter***

Carey Kegel, Email Marketing Manager

Laura Pola, Web Marketing Project Manager

September 2014 and November 2014

I love the landing page of the September issue's emotional plea for online engagement. That will really grab your readers. The November newsletter is informative, easy to read, and has interesting articles.



BUSINESS DIVISION

BUSINESS EQUINE-RELATED BLOG

5 entries

1st

Manna Pro **[Stable Thinking](#)**

Geile/Leon, Designer

2014 Posts

If someone was looking for a variety of tips about horses, tack and stable management in an easy-to-read format, this is worthy of a look. There are a lot of things to like about this blog: frequent entries; clear writing; relatively short entries; helpful information; an index of past blog entries; and identification of who wrote each entry.

2nd

SmartPak **[SmartPak Blog](#)**

Sarah Paull, Director of Brand

Bjorn Mann, Manager, New Media

2014 Posts

A variety of authors and topics, so this blog has a little something for everyone. I like that it identifies who wrote the entry and that entries are indexed, which makes it easier to find topics of interest.

BUSINESS EQUINE-RELATED WEBSITE

3 entries

1st

Kerrits Equestrian Apparel **[kerrits.com](#)**

Modified Instance, Designer

Kerri Kent, President

Beautifully designed website with a truly modern look. Images are flawless and inviting. The whole site begs a visitor to click through and discover items they will want to buy. The marketing images are just as important here as the model images and gives a potential buyer a true sense of the product as it will be encountered in "real world" settings. The inclusion of the "Team Riders" and "Ambassadors" further ties the products in with real world endorsements making the product that much more appealing. Use of video to convey the company's green commitment and to effectively convey the differences in fabrics and materials would be the icing on an already delicious cake.

BUSINESS EQUINE-RELATED SPECIALTY OR CUSTOM PUBLICATION

13 entries

1st

SmartPak ***SmartPak Supplement and Horse Care Guide***

Sara Florin, Creative Director

Fall 2014

This issue of Smart Pak delivers useful editorial content. The article on body condition was very well done. The ColiCare article did a nice job of weaving together the ads and the editorial. The layout – such as a bulletin board – was creative and effective as well. Ratings on clippers and blankets were easily digested; information on types of clips and how to fit a blanket was more than most product guides offer. This entry not only fulfilled its purpose but added value to the reader beyond the products.

2nd

Kerrits Equestrian Apparel ***Spring/Summer 2014 Catalog***

Jena Gustafsen, Graphic Designer

Kerri Kent, President

January 2014

One of the most simply organized and effective catalogs I have seen in some time.

3rd

W.F. Young ***Absorbine 2014 Dealer Catalog***

Molly H. O'Brien, Marketing Communications Manager

Paul Hill/Martino Flynn, Creative Supervisor

January 2014

This catalog for dealers meets its goals. Information on various markets are helpful to a dealer. The UltraShield color coding and feature table is helpful, as are the tables with problems and solutions. The clearly labeled sections (Skin & Coat, Hoof Care etc.) make products easy to find.



2015 JUDGES

GREG BENENATI has worked as a commercial photographer, photojournalist, photo retoucher and graphic artist. He has a bachelor's degree in photojournalism from the Rochester Institute of Technology in New York. He and his wife moved to Arkansas in 2004.

KATHERINE BENENATI is the Public Outreach and Assistance Division Chief at the Arkansas Department of Environmental Quality. She worked as a journalist for more than a decade. Before moving to Arkansas, she worked in newspapers in California and Maryland. She and her husband Greg live outside Little Rock with their dog.

JEANNE BERNICK is editor of Top Producer magazine, a national agribusiness publication for commercial farm operations and has written for Farm Journal Media publications for more than 15 years. A graduate of the University of Missouri School of Journalism, Jeanne has won numerous awards from the National Association of Agricultural Journalists and the American Agricultural Editors' Association (AAEA), including being named Master Writer by AAEA. In 2013 she won an American Business Media Neal Award for her profile writing. Jeanne resides in Eastern Iowa with her husband and three daughters and enjoys trail riding and amateur showing on her horse, a former sprint-track Thoroughbred.

DAVID S. DAWSON is a 20 year veteran of the entertainment industry with expertise in all aspects of video and sound production and theatrical/concert lighting. David also has extensive experience in web, mobile app and graphic design. He is a three time Pacific/Southwest Regional Emmy Nominee and his work has been featured in numerous film festivals and has won several awards for excellence in production. For much of the past decade he has run a successful multi-media and mobile/web development company in San Diego, CA. David's production company, intelXual entertainment (www.ixc.us), is currently producing a dramatic short film that David is both co-writer and director on. He is also the founder/host of the The IntelXual Podcast. He also has a new feature length movie he associate produced available on VOD and another going to the Cannes Film Market in May in France.

DEB DUNSFORD has more than 20 years' experience in public relations, media writing and account service. Some of her clients have included Monsanto, BASF Ag Chem., Asgrow Seed, Sea Ray Boats, Azimut Yachts, Armstrong Energy Service, Union Planters Bank (now Regions Bank), and DirectAg.com. She has worked for an international top-10 public relations firm and a regional top-20 integrated communications agency. Deb has written for publications ranging from Modern Bride magazine to the Raleigh, North Carolina, "News and Observer." Her training duties have included media and presentation training for clients, crisis management for Kansas State University's Cooperative Extension Service and more than 14 years as a university instructor teaching media writing, technical writing, oral communication, study skills, and English composition. Her undergraduate degree is in Agricultural Journalism from Kansas State and her Masters and Ph.D. are in English from Texas A&M. In her free time she enjoys golf, knitting and fishing.

MARIE GARAFANO grew up in Philadelphia and now lives in Florida. She received her BFA from The Philadelphia College of Art. (now The University of the Arts), where she taught for many years. She was a successful illustrator and has illustrated several books, including *Ginger Goes on a Diet* for Houghton Mifflin, a story about a foster child and her cat. She has taught watercolor and children's book illustration for several years. She has participated in many juried shows; The Philadelphia Sketch Club, Works on Paper, and Small Oils and Woodmere Art Museum, among others. She won the Edith Emerson prize for portrait at Woodmere in 2003. Since moving to Florida, she has participated in several shows and recently gained Signature status in The Florida Suncoast Watercolor Society, and has won several awards. Her work may be seen at The Artist Guild Gallery in Anna Maria Island. Her work is owned by many private collectors.

VANESSA GREGORY teaches writing and reporting at the University of Mississippi, where she's an assistant professor of journalism. She's also a freelance writer whose work has appeared in *Harper's*, *Men's Journal*, *The New York Times*, and *Food & Wine*, among others. She contributes most frequently to Charleston's *Garden & Gun*, where she writes features about culture, food, and art. She holds a master's in journalism from the University of California, Berkeley, and lives and works in Oxford, Mississippi.

NAT HEARD, a two-time Emmy Award winner, is a Director of Photography on Video and Film Productions. He is the sole proprietor of NE Productions of Boston Massachusetts Portsmouth and teaches video production at the high school level. With more than 20 years of experience in video production, Nat's clientele include the American Red Cross, Harley Davidson, P.B.S., U.S. Navy, Avaya as well as coverage of corporate, sporting, music, news, commercials, documentary and political events.

ALYSON HOGE has worked for the Arkansas Democrat-Gazette since 1979, and currently oversees the wire and copy desks. She has been horse crazy since birth and has had horses off and on since age 15. Her herd includes a rescued paint gelding and a mustang gelding adopted from the Bureau of Land Management. She and her husband David Hoge live near Little Rock and have a son, Michael.

DAVID HOGE is a former newspaper photographer with a bachelor's degree in fine arts photography from Louisiana Tech University. David works for a printing company in Little Rock but continues taking photos on the side. He has been published in several magazines and has had exhibits of his work at several galleries and museums across Arkansas. He is married to Alyson Hoge and has a son, Michael.

JANE HOVIN is a communication consultant and writer located in Ohio's idyllic Amish Country. Prior to pursuing a career as a freelance communicator, she served as the public relations coordinator for the Ohio Agricultural Research and Development Center—the research arm of Ohio State University's College of Food, Agricultural and Environmental Sciences. She has also worked in college admissions on communication pieces, as a radio commentator, as a publications editor, and as a college instructor in various communications and literature courses. Jane



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received her bachelor's degree in agricultural communications from Purdue University where she also did her master's work in mass communication. Jane lives on her family farm, which is home to nearly 50 Quarter and Paint horses and enjoys riding and competing in rodeos with her three children.

SHARLA ISHMAEL, who lives in Benbrook, Texas, is the managing editor of *The Show Circuit* magazine, a leader in livestock production and sale information. She has 19 years of experience in the livestock publication world and writes for a variety of national and regional magazines about agriculture and related issues. She grew up on purebred cattle ranches in New Mexico and Texas.

HOLLI LEGGETTE is an assistant professor in the Department of Agricultural Leadership, Education, and Communications at Texas A&M University. She teaches agricultural media writing courses and conducts research using her conceptual model to augment critical thinking and create knowledge through writing in the social sciences of agriculture. Before moving to Texas to complete her Ph.D., Holli worked as the marketing and communications director at Western Technology Center in western Oklahoma and volunteered for the Oklahoma Highway Patrol Cadet Lawman Academy and the Burns Flat Educational Foundation. Holli earned a B.S. in agricultural business from Oklahoma Panhandle State University in 2005, a master's degree in agricultural communications from Oklahoma State University in 2007, and a doctorate in agricultural leadership, education, and communications from Texas A&M University in 2013. In her spare time, she enjoys reading, traveling, spending time with her husband on his east Texas ranch, and visiting her mom and dad in Kansas.

KAREN MARTIN, associate editor of the Perspective (editorial) section of the *Arkansas Democrat-Gazette*, blames her passion and fascination for horses on a childhood spent reading and re-reading all of Walter Farley's *The Black Stallion* books. She lives in Little Rock, Ar., with her husband Philip and three exuberant rescued terriers.

PHILIP MARTIN is the chief film critic, *MovieStyle* editor and a columnist for the *Arkansas Democrat Gazette*. In 22 years at the *Democrat-Gazette*, he has won a number of national and regional prizes for his criticism and columns, including two Green Eyeshade Awards and four Great Plains Journalism Awards. Currently serving as the president of the Southeastern Film Critics' Association; he's also the author of two books of essays, *The Shortstop's Son* and *The Artificial Southerner and the monkey in the nose cone of the Blood, Dirt & Angels* (www.blooddirtangels.com) blog. In his journalistic career, Martin has been a sportswriter, a criminal investigator (along with Dallas-based Hugh Aynesworth he wrote some of the first stories casting doubt on serial killer Henry Lee Lucas's claims to have murdered more than 400 people), a political columnist, a sports editor, the executive editor of an alternative weekly and a newspaper executive in charge of a small chain. Martin is also a songwriter (who appeared on the Merv Griffin Show in the '80s), the world's worst rhythm guitarist and a finalist for the 2012 James Hearst Poetry Prize. He lives in the Hillcrest neighborhood of Little Rock with his wife Karen and three rescued terriers, Paris, Dublin and Audi.

CHRISTI MILLER is a former Editor and Field Editor for *The Quarter Horse Journal*, Miller currently serves as Communications Coordinator at the local rural electric cooperative in Columbia, Missouri. She and her husband, a high school agriculture teacher and FFA advisor, raise beef cattle on a farm outside Columbia. Their two children are active showing livestock through 4-H and playing sports.

SHARON REUTER is a partner in a successful design firm, www.reuter.net, specializing in publication design. Sharon has 30 plus years' experience and has won numerous national design awards. Projects include designing startup magazines, one-time publications, custom publishing and redesigning existing magazines and newsletters. Prior to starting Reuter and Associates, located in Baltimore, Sharon worked for Ziff-Davis Publishing, Conde Nast and Time Warner in New York City.

DAVID RICHARDSON, the current Executive Director of the Maryland Thoroughbred Horsemen's Association (MTHA), has gained extensive experience in various aspects of the thoroughbred racing industry as an industry executive, advertising professional and entrepreneur. From 1995 until 2011 Richardson served as the Vice President of Hayden Advertising, a full service ad agency in Upperco, Maryland. Among the dozens of high profile national clients Mr. Richardson represented, he functioned as the Executive Vice President of the highly acclaimed Mid-Atlantic Thoroughbred Championship Series from its inception. Furthermore, he volunteered his time as the President of the Maryland Racing Media Association, a benevolent non-profit, which raised and distributed hundreds of thousands of dollars for students working in the Maryland racing industry. In addition to his duties with MTHA, Mr. Richardson is currently the President of Richardson Creative, a firm who represents Northview Stallion Station as well as other industry clients. Mr. Richardson is also the Chairman of the Thoroughbred Horsemen's Political Action Committee and President of the technological consulting firm David Richardson Consulting. Richardson has also led a racing and breeding partnership, which produced several high quality runners including stakes winner Golden Euro.

SHERRY ROSS is the radio color analyst for the New Jersey Devils on WFAN 660AM. On Nov. 25, 2009, she made history as the first woman to provide radio play-by-play for a National Hockey League broadcast. In her prior stints as a sportswriter, she worked for the *New York Daily News* and the *Bergen (N.J.) Record*, among other publications, where her writing assignments included the summer meet at Saratoga Springs, New York, as well as many Triple Crown races and Breeders' Cup events. She continues to work as a freelance writer. A graduate of Rutgers University-Newark, she was inducted into the inaugural Randolph (N.J.) High School Hall of Fame. Among her prized possessions are photos taken of her with the great racehorses Secretariat and Zenyatta.

JEN RUSSELL is the managing editor of *AgWeb.com*, *Farm Journal Media's* lead online property, which serves farmers across the nation. Before entering the ag industry, she worked as an editor and reporter at numerous print newspapers, and earned her master's at the Missouri School of Journalism. A lifelong horse-lover, she spent her youth riding and showing in Western events. She currently lives on her family's farm in Pennsylvania, and still finds time to take her Fox Trotter, Rosie, out on the trail.



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DAVID B. SIMON has more than 14 years of experience in editing and writing. He is currently a senior writer at the Maryland Hospital Association. Simon has been a reporter and editor at newspapers in Baltimore, Md., Frederick, Md., Westminster, Md. and Queens, N.Y., and has taught undergraduate journalism at American University and Hood College. Prior to joining the hospital association, he was managing editor at *The Daily Record*, a business and legal newspaper and served as managing editor for news and opinion for the Montgomery County editions of *The Gazette*, a weekly newspaper in Maryland with a circulation of roughly 265,000. Simon holds a master's degree in journalism from Columbia University and has won multiple regional and national awards, including two National Headliner Awards. He was a finalist in 2009 for the Dart Award for Excellence in Coverage of Trauma.

LINDA H. SMITH has been a writer and editor for more than 30 years. She currently is Markets Editor for AgWeb, the largest online news outlet in agriculture. In the past, she held a number of editorial positions at the magazines published by Farm Journal Media. She also has a long history with horses and now applies many equine training principles to her corgis, which compete in AKC agility, obedience and rally.

KATIE STERN, MFA, Associate Professor, teaches in the Web and Digital Media Development major in the Computing and New Media Technologies Department at the University of Wisconsin-Stevens Point. She taught university-level graphic design courses for ten years before joining UW-Stevens Point. Katie holds an Individualized Master of Arts degree from Antioch University McGregor and a Master of Fine Arts Degree from UW-Madison. She is also an Adobe Certified Expert for Photoshop CC. Katie's textbook, *Photo 1: An Introduction to the Art of Photography* was published by Delmar Cengage Learning in 2012.

JONI TANTILLO, or "Judge Joni" as she likes to call herself around this time of year, was blessed to be born with a calling. Creativity was in her blood, and so she traveled the path of fine arts in her youth. Once she realized supporting herself with her art in the "grown up" years was the only option she was interested in, she became a student of the School of Visual Arts in New York City. She studied graphic design while she apprenticed as a designer in a corporate public relations firm in NY. Years and much experience later, after moving to the Boston area, she went on to become an art director. Finally, in 1995 she laid down roots with her own commercial design studio, D & J Associates that she still operates today. During those years, Joni kept on studying and expanded her creative repertoire to include illustration, film photography and minor copy writing. Today, after first revisiting college to learn Web design, she is wrapping up her degree in digital photography. Her business is truly "full service" commercial art now. Joni loves to do anything that calls upon her creative side and she feels blessed that she has always had the strength to follow her passion. Her philosophy on life that she loves to share with everyone is encapsulated in this quote from Reverend Howard Thurman "Don't ask what the world needs. Ask what makes you come alive, and go do it. Because what the world needs is people who have come alive." Here she would say ... "Can I get an AMEN?"

JOE TENERELLI is a graphic designer and illustrator with over 30 years of experience. He has art directed several magazines, including *Farm Journal*, *The Philadelphia Lawyer*, and *Successful Meetings*, among others. He redesigned all three of those publications, and has won awards for magazine and marketing publications. He is the recipient of the 2004 First Place Gold Ozzie for magazine redesign in the B-to-B category, magazine cover design from the Art Directors Club of Philadelphia, and several editorial and marketing design awards from the American Agricultural Editors Association. His freelance clients have included Wharton, CIGNA, Demos Medical Publishing, Temple University and others. He has done editorial illustrations for many years, as well as a contributing Op-Ed illustrator for the *Philadelphia Inquirer*. Joe is currently self-employed, working from his home in Springfield, PA. He is a graduate of Temple University, where he majored in journalism.

BETTY WALKE is a summa cum laude graduate of Maryland Institute, College of Art with a BFA in Illustration/Graphic Design. As a senior art director and creative account manager at Marriner Marketing Communications in Columbia, MD, Betty developed branding and advertising campaigns for a diverse range of regional and international corporations. She founded her own successful creative communications company, WalkeWorks, in 2001. WalkeWorks' clients include consumer and b2b businesses in manufacturing, foodservice, technology, healthcare and non-profit. For ten years, she was an adjunct instructor at Community College of Baltimore County in the Visual Graphics department, teaching design, illustration and typography.

DAVE WOHLFARTH is a former mass communications instructor at West Texas A&M University. He taught at WTAMU for 17 years before retiring in 2008. For 12 years at the school, he also served as the adviser for WTAMU's award-winning newspaper, the *Prairie*. He has served as a judge for many publications and contests, including the Associated Collegiate Press Association. Before becoming a teacher, Dave spent 27 years in daily newspapers, including stops in Dayton, Ohio (as a sports writer, copy editor and news editor) and Lincoln, Nebraska (executive sports editor). Dave earned a B.A. in journalism from the University of Nebraska in 1964 and a master's in mass communications from Texas Tech University in 1992. After he retired as a teacher, Dave worked a year as an assistant manager for quality control in the Amarillo office for the 2010 Census. Currently, he helps teach kids tennis. Dave is an avid tennis player; his wife, Cathy, an avid horse person who has competed in cutting. They own three horses and a burro.



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