



## **AMERICAN HORSE PUBLICATIONS**

2013 Annual Awards Competition  
for material published in and dated 2012

**AWARDS BANQUET & PRESENTATIONS**  
**COLORADO SPRINGS, COLORADO**  
**JUNE 22, 2013**



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# EDITORIAL CONTENT

## NEWS REPORTING SINGLE ARTICLE (PRINT)

13 entries

**1st**

***The Chronicle of the Horse***

**“Lottery Funding Was Just the Start of British Success in London”**

By Molly Sorge

September 10 and 17, 2012

A stunning performance in London is the start of this well-thought-out, in-depth look at how the UK did so well at the Olympics. The writer has provided the reader background, personality, and details on the program. The writing is crisp and the reader appreciates the way key facts are called out for easier understanding of this program and what it meant to those riders.

**2nd**

***Pennsylvania Equestrian***

**“Unwanted Horse Population Set to Soar as EU Prepares to Close Door”**

By Suzanne Bush

December 2012/January 2013

This is a crisply written piece that offers readers excellent background on animal identification and its ramifications for the horse market. There's some excellent information in here that helps even a very knowledgeable reader better understand the broader implications.

**3rd**

***Barrel Horse News***

**“And They're Off!”**

By Tanya Randall

February 2012

This story delves into an issue that few probably know about, and it explores this controversial topic in a very balanced way. The writing holds the reader's interest, and the sidebars do a great job of explaining just what the heck is going on. Readers will understand how pari-mutuel betting could impact different racing classes, and more, from this piece.

## INSTRUCTIONAL SINGLE CIRCULATION ARTICLE UNDER 20,000 (PRINT)

11 entries

**1st**

***Paint Horse Journal***

**“Finding Excellence in Equitation”**

By Laura Stevens

October 2012

The conversational style of this article and the way the character of the sources really showed through made this piece a winner. Crisp, succinct paragraphs enhanced the flow of the story and quotes were presented perfectly as their own paragraphs with attribution early on. This really set this article apart from many of the other entries.

**2nd**

***Quarter Horse News***

**“Effortless and Exact”**

By Erin Haynes

Ross Hecox, Photographer

April 15, 2012

A very well written article overall which easily fell into the top tier of articles in this class. This was an excellent story that did a great job explaining a topic that can stump many horsemen.

**3rd**

***Western Horse UK Magazine***

**“Groundwork 101: Flexion”**

By Jason Webb

November/December 2012

Author did a great job previewing the organizational structure of this article for the audience, and it was a very enjoyable piece to read. The steps used were simple and easy to follow, making this a great tool for the reader.

## INSTRUCTIONAL SINGLE ARTICLE CIRCULATION 20,000 AND OVER (PRINT)

14 entries

**1st**

***Dusty Perin***

**“Horses In Action”**

May 2012

Published in *Horse Illustrated*

No telling who won the photo contest, however if everyone followed the advice in this article on how to shoot a photo, the entries would all have been good, maybe even great. The advice is that sound and that good. The points are as sharp and clear as the photos the writer, an experienced photographer, probably takes.

**2nd**

***Western Horseman***

**“Grounded”**

By Susan Morrison

Ross Hecox, Photographer

September 2012

This story is especially interesting because of the trainer's efforts to understand the mind of a horse. The trainer, for example, tries to relate to the horse the way horses relate to each other.

**3rd**

***The Trail Rider***

**“Your Guide to Hoof Boots”**

By Fran Jurga

Rene E. Riley, Editor

July/August 2012

This thoughtful article should be clipped and pasted somewhere handy for anyone who thinks of putting hoof boots on a horse. It covers the whole topic that well. What is neat about this story is the effort the writer obviously made to gather so much information on the topic. This is a valuable service for readers.

# EDITORIAL CONTENT

## INSTRUCTIONAL SERIES (PRINT)

7 entries

**1st**

***USDF Connection***

**“Clinic: Get to Second Base”**

By Beth Baumert

June through December 2012/January 2013

This writer tackled a daunting topic and made it look easy. Each story in the series is logically arranged, enlivened by subheads, self-checks and sidebars, and flows nicely. It is a series that serves its purpose. I can't imagine a dressage rider who would not benefit from this series.

**2nd**

***Western Horse UK Magazine***

**“Problem Horse Series”**

By Clinton Anderson

May/June, July/August, September/October,  
November/December 2012

Every behavior issue in this series is economically explained and the training methods were easy to understand. The reasoning behind each lesson was explained. Each problem in the series was distinct and the series was consistent in its presentation.

## HORSE CARE SINGLE ARTICLE CIRCULATION UNDER 20,000 (PRINT)

14 entries

**1st**

***The Chronicle of the Horse***

**“Are We Returning to the Wild West of Veterinary Medicine?”**

By Molly Sorge

March 26 and April 2, 2012

Snappy lead is clever without being too light to distract from a serious topic. A complex issue is mapped out for the reader and is important to horse owners. Good use of sidebars, excellent use of sources.

**2nd**

***Warmbloods Today***

**“Are You My Mommy? Raising the Orphan Foal”**

By Carolin Von Rosenberg, DVM

Liz Cornell, Editor and Writer

November/December 2012

Dramatic lead with just the right tone for the story. Good information for the breeder to know in case of an emergency. The sidebar that was used was a solid case study that illustrated how difficult it is to save an orphaned foal.

**3rd**

***Trot Magazine***

**“The Prevention & Management of Equine Gastric Ulcers”**

By Lindsay Day

February 2012

A solid story, two smart sidebars, and good use of experts make this an article of great use in trying to avoid this illness in his or her animals.

## HORSE CARE SINGLE ARTICLE CIRCULATION 20,000 AND OVER (PRINT)

15 entries

**1st**

***Practical Horseman***

**“Misadventures in Care”**

By Kim F. Miller

December 2012

Very practical, well-written and well-organized article with good sound advice from four expert sources. The breakout box about the vets is excellent because it's good to know whether a source is a classroom type or a boots-in-the-mud practicing vet.

**2nd**

***Barrel Horse News***

**“Dashing Through the Snow”**

By Danika Kent

January 2012

Lede sets the wintry scene in this very informative and well-written article. It is well-sourced with good quotes from three barrel racers, a vet and farrier. Good technique shown by letting the racers tell the story. Article includes lots of practical advice on feed, blanketing, and even on ventilation for horse when traveling in cold weather.

**3rd**

***EQUUS***

**“Special Report: The Care Older Horses Need”**

By Karen Elizabeth Baril

September 2012

Author combines first-person approach using her horse, Folly, with some practical advice plus expertise from two vets. Story is spot-on with lots of good information and sidebars that should be well received by owners of older horses.

## SERVICE TO THE READER SINGLE ARTICLE CIRCULATION UNDER 20,000 (PRINT)

21 entries

**1st**

***The Chronicle of the Horse***

**“Nightmare on the Side of the Road”**

By Lisa Slade

September 24, 2012

Article provides solid information to be prepared for a worst-case scenario, and maybe how to prevent some damage. Lots of expert advice and a helpful sidebar with an intelligent checklist that could be of great use to a horse owner.



# EDITORIAL CONTENT

**2nd**

***The Chronicle of the Horse***  
**“Battling the Butterflies”**

By Lisa Slade

December 3 and 10, 2012

The lead for the story is perfect, putting the reader right into the mind of a nervous competitor. Excellent sources provide mental tools and terrific quotes. The writer maintained energy and interest from start to finish.

**3rd**

***Paint Horse Journal***  
**“Clean Up Your Act”**

By Laura Stevens

May 2012

The writer provides sensible and smart information to help prevent illnesses. Dividing segments on home, road, etc. was logical.

**Honorable Mention**

**LA Pomeroy**

**“Weddings and Horses: The Ultimate Romance”**

January, 2012

Published in *Equinista*

Lovely lead into a romantic subject led to lots of stories from people who had equestrian-themed weddings.

***Western Horse UK Magazine***

**“In Training”**

By Jane Carley

March/April 2012

The case studies were diverse and showed the work that went into this story. It was important that writer included estimated costs for anyone considering a trainer.

**SERVICE TO THE READER SINGLE ARTICLE**

**CIRCULATION 20,000 AND OVER (PRINT)**

25 entries

**1st**

***EQUUS***

**“A Danger to Dogs”**

By Karena Langmesser

February 2012

A piece that is truly a service to the reader, this article demonstrates how one determined pet owner truly can make a difference. An engaging read, the story is compelling, well-researched and riveting from start to finish.

**2nd**

***EQUUS***

**“First Response to Trail Crises”**

By Heather Smith Thomas

Christine Barakat, Senior Editor

July 2012

Talk about dotting all your I's and crossing all your T's. This article covers all the bases with style and substance. A must read.

**3rd**

***America's Horse***

**“Horses on the Highway”**

By Holly Clanahan

November 2012

The writer turned a harrowing personal experience into a call to action for others. The article is peppered with practical advice that should ensure blowouts don't become tragedies.

**Honorable Mention**

***Horse & Rider***

**“Easy Ways to Avoid Big Vet Bills”**

By Juli S. Thorson

February 2012

A very nice package that offers wonderful, practical advice that should pay off big for those who follow it.

***Practical Horseman***

**“Barn Fire!”**

By Elaine Pascoe

July 2012

The writer pulls the reader in immediately and doesn't let go. The article is as well-written as it is reported, offering crucial advice along the way.

**PERSONALITY PROFILE SINGLE ARTICLE**

**CIRCULATION UNDER 10,000 (PRINT)**

23 entries

**1st**

***Steeplechase Times***

**“Live One”**

By Joe Clancy

December 14, 2012

Great writing and vivid details help bring the reader right into the thick of the story. The writer also shows an intuitive sense of cadence in his language. A compelling piece.

**2nd**

***The Canadian Sportsman***

**“Mr. MacDonald Has The Floor”**

By Lauren Lee

July 19, 2012

Exceptional piece that weaves politics and passion, providing amazing insight into the mind of a motivated man. The pacing of the language is spot-on.

**3rd**

***SureBet Racing News***

**“Jockey Tad Leggett”**

By Martha Claussen

Laura Flynn, Publisher

September 2012

Great piece that truly invites you into the world of the subject. Nice balance between observation and interviews and tight writing make this a winner.

# EDITORIAL CONTENT

## Honorable Mention

### *NRHA Reiner*

#### "Crisis? What Crisis?"

By Annie Woodhouse

July 2012

Great, great stories that transport the reader to life-changing days for several people. Terrific storytelling.

### *Quarter Horse News*

#### "Champion's Profile Perspective"

By Erin Haynes

February 1, 2012

Terrific writing here and a nice mix of quotes, observations and anecdotes. A well-painted picture of a complex profile subject.

## PERSONALITY PROFILE SINGLE ARTICLE CIRCULATION 10,000 TO 20,000 (PRINT)

19 entries

### 1st

#### *Trot Magazine*

#### "Charlie"

By Keith McCalmont

June 2012

The very best personality profiles offer a close up of a fascinating person's life, painted with description and details by a talented wordsmith. This entry meets all those qualifications and then some. The author's introduction to this highly colorful and quotable subject drew me in immediately and set high expectations for a good story to follow. This is the kind of writing that sets an example for the rest of us to follow.

### 2nd

#### *The Chronicle of the Horse*

#### "J. Michael Plumb Believes His Legend is Still in the Making"

By Nicole White

July 23 and 30, 2012

The writer chose a terrific subject who was very open with his life choices and mistakes, but not all of us can draw out that sort of candor. A tip of the hat to the writer's interviewing skills. Author also did a good job of presenting his troubles in a straight-forward manner that was appealing. Overall, a very good job in a highly competitive category.

### 3rd

#### *The Chronicle of the Horse*

#### "Simply Put, Kenny Wheeler Knows a Good Horse"

By Molly Sorge

November 5, 2012

This is a really good profile written by an obviously talented writer who has a clean, conversational style and a knack for descriptive phrasing. Author did a great job of telling this man's love story with horses and his wife.

## Honorable Mention

### *The Chronicle of the Horse*

#### "Beyond the Legend of George H. Morris"

By Molly Sorge

July 9, 2012

This entry is very deserving of being in the top tier with a great introduction and ending to an impressive profile. Really good use of sidebars that gave readers interesting tidbits to help flesh out the personality part of the story that might have been lost in the main story.

### *The Chronicle of the Horse*

#### "Boyd Martin: Overall and Eventing Horseman of the Year"

By Kat Netzler

January 30, 2012

The writer's gift in storytelling makes for enjoyable reading. The narrative about the fire is compelling and author did a very nice job of pacing.

## PERSONALITY PROFILE SINGLE ARTICLE CIRCULATION OVER 20,000 (PRINT)

18 entries

### 1st

#### *Horse & Rider*

#### "I Shouldn't be Alive!"

By Cynthia Cantleberry

Sue M. Copeland, Contributing Editor

March 2012

The story hooks the reader quickly and keeps moving. The excellent focus and tight writing makes it a great read and that includes just enough detail without bogging down.

### 2nd

#### *Western Horseman*

#### "If Horses Had Heroes"

By Darrell D. Dodds

March 2012

This well-written article is well-focused on how Miller gained his perspective and what he did with it. By focusing just on the reason for the award, the author did an excellent job.

### 3rd

#### *Dressage Today*

#### "Secrets to World-Class Success"

By Hilary Moore Hebert

August 2012

The reader gets to know the subject through the people and horses that she has trained. This is a balanced collection of quotes from the subject and others in her life.

# EDITORIAL CONTENT

## Honorable Mention

### *The Blood-Horse* "A Need for Speed"

By Lenny Shulman  
June 9, 2012

Well done profile about the subject and background. Reader gets a chance to know him and the details fit well. Nice job of getting everything in without missing the main subject.

### *Western Horseman* "The Home Stretch"

By Susan Morrison  
November 2012

The writer does a nice job getting the emotion in the story. The story is well focused and generally well written.

## FEATURE SINGLE ARTICLE CIRCULATION UNDER 10,000 (PRINT)

21 entries

### 1st

#### *The Morgan Horse* "Scaling Mountains on a Morgan"

By Col. John Hutcheson  
March 2012

An engrossing adventure written with such authenticity that the reader feels present throughout.

### 2nd

#### *The Canadian Sportsman* "Still Standing"

By Lauren Lee  
November 15, 2012

Riveting! Emotion-stirring!

### 3rd

#### *Miniature Horse World* "Weaning Woes"

Melissa Powell, Editor  
April/May 2012

Excellent, informative article for anyone needing weaning advice. Reads well, good continuity.

## Honorable Mention

### *Mid-Atlantic Thoroughbred* "A Real War Horse"

By Kay Coyte  
March 2012

The reader is drawn in right away in this charming and well-written memoir.

### *Ranch & Reata*

#### "Out Where the Horses Were Tied"

By Tom Russell  
October/November 2012

Article is a very nice, fresh approach to interesting material.

## FEATURE SINGLE ARTICLE CIRCULATION 10,000 TO 20,000 (PRINT)

12 entries

### 1st

#### *Modern Arabian Horse* "Joy Unspeakable"

By Faye Ahneman-Rudenske  
Susan Bavaria, Managing Editor  
Show Issue #5, 2012

This is an example of outstanding story telling through creative, judicious use of quotes.

### 2nd

#### *Modern Arabian Horse* "Pritzlaff Bloodlines in Distance Horse of the Year"

By Marsha Hayes  
Susan Bavaria, Managing Editor  
Spring Issue #2, 2012

Well-organized article with a wonderful lead that covers the tale of two men in a chronological, yet cohesive, order.

### 3rd

#### *Trot Magazine* "Sense of Purpose"

By Keith McCalmont  
December 2012

This is an uplifting, affirming article with a nice lead and imagery and excellent use of quotes.

## FEATURE SINGLE ARTICLE CIRCULATION OVER 20,000 (PRINT)

36 entries

### 1st

#### *Dressage Today* "The Horse Boy Method"

By Patricia Lasko  
December 2012

Excellent lead places the overall focus of the piece right up front. Writer has a wonderful writing style that uses the first person, but doesn't allow that personal approach to intrude on the message. Use of quotes is simply outstanding.

### 2nd

#### *Western Horseman* "Wide Open"

By Ryan T. Bell  
April 2012

An article with a great lead and excellent imagery that puts the reader in the saddle right next to the writer. Author has a nice self-effacing writing style that is very descriptive. Article was educational and fun to read.

# EDITORIAL CONTENT

3rd

*The Trail Rider*

**"Canter the California Coast"**

By Shawn Hamilton

Rene E. Riley, Editor

April 2012

Very good word images start with the outstanding lead and continues with nice descriptions of the people and scenery encountered during the experience.

**Honorable Mention**

*America's Horse*

**"Living Well"**

By Andrea Caudill

December 2012

This article covers a complex subject in a conversational way with a wonderful lead and great ending.

*EQUUS*

**"Finding My Path"**

By Elizabeth B. Herman

December 2012

This is an outstanding piece of writing. It is personal and personable at the same time. Good pacing as the words pull the reader along the writer's path to self-discovery.

**PERSONAL SINGLE COLUMN CIRCULATION UNDER 10,000 (PRINT)**

17 entries

1st

*Mid-Atlantic Thoroughbred*

**"Fifty Years On, Visions of Men and Determination"**

By Josh Pons

April 2012

The writer dubs this tale a ghost story and couldn't be more correct. It is a haunting glimpse into a state's history and a man's part in it. One need only close his own eyes to see the images the writer conjures, but that would require pausing. Beautifully done.

2nd

*The Canadian Sportsman*

**"The Unbearable, Devastating Loss of Alan Kirschenbaum"**

By Dave Briggs

November 1, 2012

What a beautiful opening anecdote. This is a funny and touching tribute to a life that ended too early. Alan himself would be proud.

3rd

*Speedhorse*

**"Clones"**

By Stacy Pigott

May 11, 2012

The author raises a number of complex issues and handles them deftly. The column is well reasoned and well reported.

**Honorable Mention**

*Hoof Beats*

**"Lucky Larry"**

By Mike Tanner

April 2012

Great use of analogies and anecdotes make this column a delight to read, even if the experience is bittersweet. By the end, the reader knows Larry well and is luckier for that.

*Quarter Horse News*

**"So-Called Right Track"**

By Katie Tims

November 15, 2012

Any grown up who still doesn't know what they want to be when they grow up should read this. The author does a skillful job, showing the path to happiness and success can have many turns.

**PERSONAL SINGLE COLUMN CIRCULATION 10,000 TO 20,000 (PRINT)**

9 entries

1st

*Trot Magazine*

**"The View - The Longest of Games"**

By Darryl Kaplan

May 2012

Congratulations to the writer for giving us a wonderful example of the power in a well written column. He makes tremendous use of the chess metaphor and gives a clear, strong, memorable call to action.

2nd

*Equine Journal*

**"Last Laugh: Photographic Evidence"**

By Ange Dickson Finn

October 2012

Humor is one of the hardest things to write for most mortals, yet this writer makes it look easy. She also manages to make a clever point with which most readers are sure to relate.

**PERSONAL SINGLE COLUMN CIRCULATION OVER 20,000 (PRINT)**

18 entries

1st

*The Horse: Your Guide to Equine Health Care*

**"The Value of a Diagnosis"**

By Douglas O. Thal, DVM, Dipl. ABVP

Alexandra Beckstett, Associate Managing Editor

Stephanie L. Church, Editor-in-Chief

October 2012

Eloquent and coherent make his case. The importance of an informed and correct diagnosis is the basis of proper treatment.



# EDITORIAL CONTENT

## 2nd Jennifer Bryant "Fit to Ride"

December 2012/January 2013  
Published in *USDF Connection*

Author makes many good points about the value of rider fitness, with regard to both the resulting improvement in the rider's capability, and the relationship between horse and rider.

## 3rd *USDF Connection* "Courtney's Legacy"

By Kate Phillips  
June 2012

Excellent op-ed piece about a very important safety issue. The passionate, but not preachy, tone will hopefully convince other riders to protect their heads.

## Honorable Mention

### *Horse & Rider* "Addicted to Winning"

By Juli S. Thorson  
June 2012

A succinct message expressed very well. Article should be mandatory reading for everyone on the show circuit, both beginners and veterans.

### Katherine Walcott "Finding Safe Harbor"

May 2012  
Published in *Horse Illustrated*

Reader's interest is piqued right away by the height disparity between the rider and her mount. It's a well-written account of a horse being ridden into a new mindset.

## EDITORIAL EVENT COVERAGE SINGLE ARTICLE CIRCULATION UNDER 20,000 (PRINT)

19 entries

## 1st *Paint Horse Journal* "A World of Dreams"

By *Paint Horse Journal* Staff  
January 2012

The concept of the little mini features highlighting the unique aspects of the show's winners rather than just an event by event run down allowed grouping different titles together in ways that helped the overall flow of the article. Each of those mini-stories was unique, interesting and well-written enough to stand on its own, but the introduction allowed each of the individual stories to meld together into one. What a great, comprehensive, thorough look at the World Show.

## 2nd *The Canadian Sportsman* "Nobody's Token"

By Dave Briggs  
August 23, 2012

What makes this such a top-notch piece is taking an event like the Hambletonian and turning it into a feature on one of the key players in the event. The details and placings and times and pedigree were all included, but they were expertly woven into a personable, human story.

## 3rd *Paint Horse Journal* "Riding High in Houston"

By Laura Stevens  
May 2012

This article wasn't just a boring recap of results. It really captured the spirit and atmosphere of Houston. The article did not just focus on the experiences of the overall winners but included the experiences of first time attendees as well. Overall, an excellent example of event coverage.

## Honorable Mention

### *NRHA Reiner* "Lil Joe Cash Cashes In"

By Gavin Ehringer  
January 2012

The lead made me want to hear more about these fairytale stories. The story was very well written with good flow and the personal story involved in the coverage of this event was enjoyable. It was great to feel the writer's excitement about the story lines.

### *The Chronicle of the Horse* "Brooks Checks a Longtime Goal at Dressage at Devon"

By Megan Brincks  
October 15, 2012

By far, one of the most technically correct articles in the category. The crisp, clear style of writing was concise.

## EDITORIAL EVENT COVERAGE SINGLE ARTICLE CIRCULATION 20,000 AND OVER (PRINT)

12 entries

## 1st Jennifer Bryant "The Best of Times, the Worst of Times"

November 2012  
Published by *USDF Connection*

Beautiful, active writing. The author made the reader feel like they were at the Olympics, and the disappointment for the U.S. dressage team. Great idea to interview a former Olympic ground jury member for insight. Good mix of insight and analysis and coverage of the event, as well as suggestions for improvements.

# EDITORIAL CONTENT

**2nd**

***Practical Horseman*  
"2012 London Olympics"**

By Nancy Jaffer  
October 2012

This entry has an engaging lede, strong writing and good examples from the event. The Olympics is a giant event to cover, so the writer did a nice job of making the coverage digestible for the reader.

**3rd**

***The American Quarter Horse Journal*  
"A Challenge for Ranch Horses"**

By Larri Jo Starkey  
March 2012

An exciting lede in for an event story makes the reader want to learn more about the how/why of this ranching heritage challenge. This was a good mix of sources and great event story overall.

## EQUINE-RELATED EDITORIAL SERIES (PRINT)

14 entries

**1st**

***Horse Journal*  
"Horse Sense Series"**

By Susan Quinn, Esq.  
September, October, November 2012

This author poked fun at her subject right off the bat, and that piqued this reader's interest. Then the author hooked you with her very clear, understandable writing about one of the most, as she put it, boring of topics — insurance.

**2nd**

***Horse Journal*  
"Winning Nutrition Series"**

By Grant Miller, DVM  
January, February 2012

How do you tell if an article is good? If it's one of the last entries in a contest category to be read, and the judge sits up and takes notice, then the author has done his job. The two-part series on supplements is on a topic of interest to horsemen regardless of discipline. This author explains, in a way that makes sense, how to feed supplements.

**3rd**

***The Horse: Your Guide to Equine Health Care*  
"Creepy Crawlies"**

By Stacey Oke, DVM, MSC  
Alexandra Beckstett, Associate Managing Editor  
Stephanie L. Church, Editor-in-Chief  
June, July, August 2012

Very educational, all three articles put things in perspective about what are the greatest and least threats.

## STUDENT EQUINE-RELATED JOURNALISM (PRINT OR ONLINE)

5 entries

**1st**

**Catie Staszak  
"Calm, Cool and Collected: Nayel Nassar's Breakout Winter Circuit"**

August 11, 2012  
Published in *ProEquest*

This is a student category, but the winning entry would fare well in the "professional" ranks. All the basics are well covered – interesting and descriptive title, compelling lead, good pacing throughout and a notable attempt to keep the reader's attention through to the end. Short paragraphs kept the story moving along. And the ending was as strong as the beginning.

**2nd**

**Liz Walsh  
"Working with Horses: Equine Attorneys"**

July 2012  
Published in *Barrel Racing 21 Magazine*

The second-place entry has a strong topic, is well researched, and thorough.

## FREELANCE WRITER EQUINE-RELATED JOURNALISM (PRINT OR ONLINE)

12 entries

**1st**

**Kay Coyte  
"A Real War Horse"**

March 2012  
Published in *Mid-Atlantic Thoroughbred*

The profile was a fun read and well written. The focus was excellent with the sources being allowed to tell the story. Readers can feel the emotion through the words.

**2nd**

**Tracy Gantz  
"Meadow Stable's Other Horse"**

Published in *Kentucky Derby* magazine, 2012  
Excellent. The writer conveys the emotion that the owners had for the horse. The story is short, tightly written and focused. The feelings come through all the way to the end.

**3rd**

**Natalie DeFee Mendik  
"The Feed Pyramid: Nutrition for the Gypsy Horse"**

Spring/Summer 2012  
Published in *Gypsy Horse Journal*

Article is well written and clear. Source material addresses the specifics of the breed well and the information is understandable and useful. This is an excellent job of source selection and writing.

# EDITORIAL CONTENT

## ONLINE NEWS REPORTING SINGLE ARTICLE

7 entries

**1st**

**Chronofhorse.com**

**"Wallace Wins Extreme Mustang Makeover and a Friend for Life"**

By Lindsay Berreth

November 6, 2012

What a great feature around a very interesting program and event. The reader gets a lot of insight into the Mustang Makeover program, but also what goes on in the mind of the rider. The reader also gets a good look at how a single horse can "break through" to its rider and connect.

<http://www.chronofhorse.com/article/wallace-wins-extreme-mustang-makeover-and-friend-life>

**2nd**

**BloodHorse.com**

**"Was Hearing a Self-Inflicted Black Eye?"**

By Tom LaMarra

April 30, 2012

A well-written look at what must have been an information-packed hearing. The reader gets a sense of the chaos, and the writer does a very good job of characterizing the key issues. The issue presented is complex, emotion-packed and controversial.

<http://www.bloodhorse.com/horse-racing/articles/69381/was-hearing-a-self-inflicted-black-eye>

## ONLINE SERVICE TO THE READER SINGLE ARTICLE

3 entries

**1st**

**MyHorse Daily**

**"The (Sometimes Frustrating, Sometimes Rewarding) Reality of Rescuing Racehorses"**

By Amy Herdy

June 20, 2012

This is an excellent story on the pros and cons of trying to turn a race horse into a pleasure horse. There are many excellent quotes from a woman who has taken in several. This is a great story for anyone who ever thought about adopting a race horse. It covers all the bases.

<http://myhorse.com/blogs/horse-breeds-information/horse-breeds/the-sometimes-frustrating-sometimes-rewarding-reality-of-rescuing-racehorses/>

## ONLINE MULTIMEDIA EDITORIAL EVENT COVERAGE

6 entries

**1st**

**AQHA.com**

**"2012 AQHA World Championship Show"**

By *The American Quarter Horse Journal* Staff

November 2012

Excellent coverage of the event. Articles are thorough with a nice use of inline hyperlinks to related information, media and articles. Good use of high quality photography and integration of photo and video throughout the articles makes for a good multi-media presentation throughout.

<http://www.aqha.com/Showing/World-Show/Show-Info/What-Is-the-World-Show.aspx>

<http://www.aqha.com/worldshow>

**2nd**

**BloodHorse.com**

**"Breeders' Cup"**

Ron Mitchell, Online Managing Editor

Tom LaMarra, News Editor

Eric Mitchell, Editorial Director and Editor-in-Chief

Leslie Neilson, Digital Media Director

Anne Eberhardt, Visuals Director

Alex Cutadean, Video Production

Digital Media Group: Megan Arszman, Kimberly Reeves, Adam

Spradling, Christine Wittmer

Videographers/Interviewers: Ron Mitchell, Tom LaMarra, Eric

Mitchell, Evan Hammonds, Steve Haskin, Lenny Shulman, Esther

Marr, Claire Novak, Alex Cutadean, Adam Spradling, Anne

Eberhardt

September to November 2012

Very professional presentation and very thorough, this entry is a nice coverage of the event. Video is all well produced and edited.

<http://www.bloodhorse.com/horse-racing/videos/section/breeders-cup>

## ONLINE HORSE CARE SINGLE ARTICLE

8 entries

**1st**

**Center for Equine Health**

**"The Miniature Horse: More Than Just a Smaller Horse!"**

By Dr. Claudia Sonder, DVM

Barbara Meierhenry, Senior Editor

December 2012

If you plan to buy a miniature horse or are thinking of it, this article sure goes through all the pros and cons. And, the writer shows both sides in a way that makes the whole story highly readable. It is a good story, maybe because it is about such an interesting and maybe even curious animal.

<http://viewer.zmags.com/publication/f0049078#/f0049078/6>

2nd

**Center for Equine Health**  
**“Nutrition for Rehabilitating the Starved Horse”**

By Dr. Carolyn Stull, MS, PhD

Dr. Claudia Sonder, Assistant Director

July 2012

Starved horses seem to pop up in the headlines every few weeks, and this article reports on a study to determine how best to feed a starved horse to return it to physical health. The story is well-written, and all the questions about the topic seem to be answered.

<http://viewer.zmags.com/publication/03eb8aed#/03eb8aed/4>

**ONLINE EDITORIAL EVENT COVERAGE SINGLE ARTICLE**

6 entries

1st

**AQHA.com**  
**“70s Show Kids Reunion”**

By Christine Hamilton

February 16, 2012

Wonderful little story and fun event. Great way to show the history of the event, how it evolved and why it is successful. Makes you want to join the event next time.

<http://aqha.com/Showing/News-Articles/2012/Feb/02162012-70s-Show-Kids.aspx>

2nd

**Chronofhorse.com**  
**“McLain Ward Puts His Heavy Heart Aside To Win Alltech Grand Prix”**

By Molly Sorge

November 4, 2012

Beautiful profile and insightful look inside one story from the event. Nice online piece and a great way to tie in all readers to the mind of the rider during an event.

<http://www.chronofhorse.com/article/mclain-ward-puts-heavy-heart-aside-win-alltech-grand-prix>

**ONLINE EQUINE-RELATED EDITORIAL MULTIMEDIA SERIES**

4 entries

1st

**Dusty Perin**  
**“Photo Tips from Dusty Perin”**

May 2012

Published on HorseChannel.com

Straightforward, clear, concise. Excellent instructions for the novice, regardless of what kind of equipment he or she has. Good to also include tips on how to avoid getting in the way of the professional photographers working horse events.

<http://www.horsechannel.com/horse-community/dusty-perin-photo-tips.aspx>

2nd

**TheHorse.com**  
**“Ask the Vet LIVE”**

Michelle N. Anderson, Digital Editor

Erica Larson, News Editor

Alexandra Beckstett, Associate Managing Editor

Stephanie L. Church, Editor-in-Chief

Megan Arzman, Web Producer

Alex Cutadean, Video Production

January through December 2012

Impressive, getting vets to talk for an hour, answering questions about horses they haven't seen. Samplings indicate that each of these hour-long audio files is packed with information.

<http://www.thehorse.com/ask-the-vet>



# PHOTOGRAPHY/ILLUSTRATION

**EDITORIAL ACTION PHOTOGRAPH (PRINT OR ONLINE)**

22 entries

1st

**Mid-Atlantic Thoroughbred**  
**“Morning Glory”**

Sharon Castro, Photographer

June 2012

Thought and effort went into setting up this photo, captured at just the right moment when the sun is coming through the tree as the

horses gallop by. It was a gamble that paid off; anything could have gone wrong and the picture would be good but not the same.

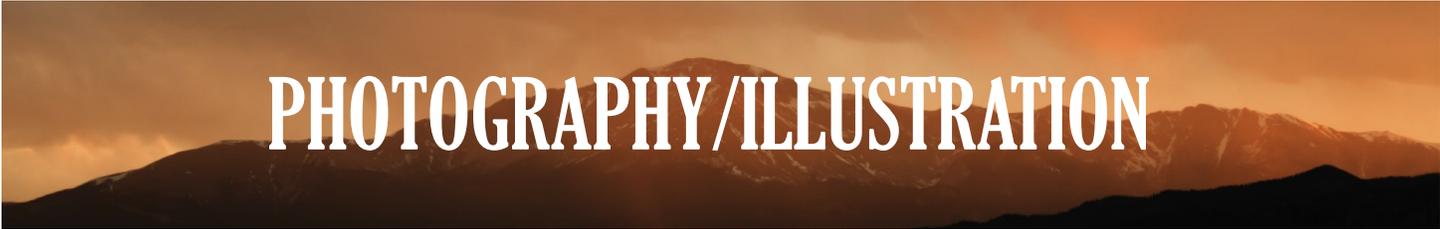
2nd

**Western Horseman**  
**“Caught in a Moment”**

Carien Schippers, Photographer

March 2012

The photographer put herself in a different spot and was rewarded with a good shot from an unconventional angle. You feel like you are about to be run over.



# PHOTOGRAPHY/ILLUSTRATION

**3rd**

***Paso Fino Horse World***  
**“Contents Page Photo”**

Cheri Prill, Photographer  
 December 2012

What a great way to illustrate the inside of a Christmas issue, with a horse who looks like the stuff that little girls' dreams are made of — a magical creature prancing across the snowscape.

**Honorable Mention**

***Horse Sport International***  
**“Global Champions Tour”**

Sport FOT/GCT, Photographer  
 Issue #7, 2012

Jumping photos are usually in focus and cropped well, so a contest judge looks for something unusual. In this case, the rider's expression makes you wonder: Where is she looking? What is she worried about? The position of the horse and the seat of the rider also do well to convey just how dangerous jumping is.

***The Horse: Your Guide to Equine Health Care***  
**“Trail and Endurance”**

Merri Melde, Photographer  
 July 2012

The things that set this photo apart from a class that had many good photos is the considerable effort this photographer made to capture the photo. The terrain is hilly and rough; it must have been quite a hike to get here. Good illustration for story about endurance riding.

**EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH**  
**(PRINT OR ONLINE)**

15 entries

**1st**

***Mid-Atlantic Thoroughbred***  
**“Two Old Friends”**

Barbara D. Livingston, Photographer  
 July 2012

This image takes my breath away. There is such warmth and companionship portrayed in this simple composition. The dense background gives these two the perfect canvas to emerge from. The focus, color and exposure couldn't be more stellar; revealing the tactile qualities of the horse's mane and coat, the man's skin and hair and the glass like smoothness of the horse's eye. The positioning of the subjects tells the story of their relationship. This is truly a winning capture.

**2nd**

***Appaloosa Journal***  
**“2012 World Show Preview”**

Jamie Hurley, Photographer  
 November 2012

This closely cropped, straight on image of child and horse is priceless. The balance between “large and strong” and “small and fragile” perfectly set the stage for this portrayal of mutual love and affection. The back lighting from the sun creates a warm glow that gives this image a storybook flair. The photographer did a great job

with exposure, clarity and shallow depth of field enhancing his subjects perfectly.

**3rd**

***MyHorse Daily***

**“Pat Parelli Celebrates Successful Obstacle with His Colt”**

Stephanie L. Davis, Photographer  
 March 11, 2012

This is a great image portraying the connection between this man and his colt. The photographer caught the perfect moment and all the technical aspects of the shoot were spot on. The very shallow depth of field, making the man and horse seem almost like they were caught in a moment in time apart from the world, works well. The tonal qualities are great and the spheres of the spotlights in the background add the excitement of the arena to the mix.

**EDITORIAL STILL PHOTOGRAPH (PRINT OR ONLINE)**

18 entries

**1st**

***Western Horseman***

**“Wolter in Water”**

Ross Hecox, Photographer  
 August 2012

Amazing use of negative space and exposure creates a simple elegance in this image. A well-chosen moment that captivates the imagination of the viewer.

**2nd**

***Western Horseman***

**“Bret Zollinger”**

Darrell D. Dodds, Photographer  
 February 2012

Excellent exposure and use of fill flash captures the moment perfectly. Color and light draws the viewer into the image.

**3rd**

***Washington Thoroughbred***

**“Stallions for 2013”**

Kristy Batie, Photographer  
 December 2012

Good exposure and cropping make for a stunning portrait.

**Honorable Mention**

***Paso Fino Horse World***

**“Farm Safety Tips”**

Cheri Prill, Photographer  
 July/August 2012

Excellent use of available light to create an interesting image.

***Western Horseman***

**“Alie McKee”**

Kate Bradley, Photographer  
 August 2012

Good choice of moment helps elevate this portrait. Excellent exposure and cropping draws viewer in.

**ILLUSTRATION (PRINT OR ONLINE)**

11 entries

**1st*****Western Horseman*  
"Big Loop"**

Ron Bonge, Illustrator

May 2012

This illustration shows what can be done with what appears to be pencil and/or graphite. Furthermore, it shows expert knowledge of anatomy and how to give a two-dimensional medium depth and motion. Great attention to detail in all areas of the drawing shows that the illustrator did his homework before putting his pencil to paper.

**2nd*****The Horse: Your Guide to Equine Health Care*  
"Osteoarthritis Development"**

Robin Peterson, DVM, Illustrator

October 2012

Very nice anatomical drawing of the horse, especially the translucent areas where the rib cage and other bones are shown — not an easy trick to carry out. Giving extra emphasis to the cartilage is also a neat trick. This is a very good example of a medical illustration.

**3rd*****Dressage Today*****"The Golden Rules of the Warm-Up Arena"**

Jim Haynes, Illustrator

April 2012

Excellent cartoon-style illustration. The expressions on both the people and the horses are spot on. The longer you look at the drawing you see the amount of detail included and the humor the artist has injected into it.



# ADVERTISING, COVER & EDITORIAL DESIGN

**PUBLICATION STAFF SINGLE ADVERTISEMENT****(PRINT)**

18 entries

**1st*****The Chronicle of the Horse*  
"Hunter Derby Preview Issue"**

Adrienne Martinez, Senior Designer

July 9, 2012

A well designed, easy to read ad with a sophisticated color palette, engaging image with whimsical detail and strong typography. Nice technique with ghosted/monochromatic background helps rider and foreground to pop.

**2nd*****NRHA Reiner*  
"Make It Yours"**

Jana Thomason, Manager of Editorial Production and Design

Christa Morris, Senior Director of Marketing

December 2012

This entry has a bold design and typography with a nice use of limited palette especially in ghosted words. Descriptive words complement the energy of photo.

**3rd*****Hoof Beats*  
"Summer Style"**

Jason Turner, Graphic Designer

July 2012

This magazine-cover format is unique with a clean composition and typography and engaging photo.

**Honorable Mention*****SureBet Racing News*****"First Moonflash"**

Kathy Kiefer, Designer

December 2012

This ad shows a good use of visual to complement name of horse and nice technical transition of background into photo of horse.

***The Blood-Horse*****"Union Rags"**

Brian Turner, Graphic Artist

June 16, 2012

Strong image. Effective retouching diminishes background so copy is easy to read against light background. Name of horse is dominant and stands out.

**CORPORATE/INDIVIDUAL SINGLE ADVERTISEMENT****(PRINT)**

10 entries

**1st*****W. F. Young*  
"Absorbine ShowSheen"**

Jamie McKinley, Vice President of Marketing and New Business Development

Molly O'Brien, Advertising Manager

April 2012

Beautiful photo relates well to headline. This ad has well written copy, a strong product branding, clean composition and good flow. Heroic perspective of product photography also draws attention to brand/product.

# ADVERTISING, COVER & EDITORIAL DESIGN

2nd

**W. F. Young**

**“Absorbine UltraShield”**

Jamie McKinley, Vice President of Marketing and New Business Development

Molly O'Brien, Advertising Manager

March 2012

A strong, emotional image demonstrates relationship of horse and rider. Monochromatic coloring of photo allows color labels in products to stand out. Well written body copy plays off of headline.

**PUBLICATION COVER PAGE CIRCULATION UNDER 10,000 (PRINT)**

27 entries

1st

**Ranch & Reata**

**“Issue 2.5 Cover”**

Robin Ireland, Art Director

Bill Reynolds, Publisher

December 2012

Cover shows fantastic use of color highlights design. Excellent photo choice and use of negative space draws the eye to cover.

2nd

**The Florida Horse**

**“Measuring Success”**

John D. Filer, Art Director/Designer

Brock Sheridan, Editor-in-Chief

January 2012

Excellent use of photo draws in the eye. Font color ties text together throughout design.

3rd

**Appaloosa Journal**

**“65th National & Youth World Show”**

Jack Knecht, Graphic Artist

Brooke Flagtwet, Photographer

July 2012

Interesting fill graphic for main header and text placement helps to balance design. Excellent use of photo draws in the eye.

**Honorable Mention**

**Miniature Horse World**

**“Grahams Ragtime”**

Rebekah Petty, Designer

Melissa Powell, Editor

December 2012

Effective photo and header color pop this design.

**The Morgan Horse**

**“Focus on Professionals”**

Kim Wilkinson, Graphic Designer

April 2012

Compelling image choice draws eye to cover. Choice of font color helps complement image.

**PUBLICATION COVER PAGE CIRCULATION 10,000 TO 20,000 (PRINT)**

12 entries

1st

**Trot Magazine**

**“6th Annual Horseplayers Issue”**

Kim Fisher, Designer

April 2012

The monochromatic color and burnished texture create a mood. The composition works really well. The choice of type style and banner displays work beautifully.

2nd

**Paint Horse Journal**

**“RF Dun Beyond Blessed”**

Al Vasquez, Art Director

Jessica Hein, Photographer

October 2012

This is a rich and powerful cover. The cropping of the photo is dramatic; highlighting the markings of this magnificent animal. A beautiful balance of color and texture.

3rd

**Equine Journal**

**“Defying Limits”**

William Greenlaw, Creative Director

July 2012

There is such a purity expressed by the white horse. The elements of type and composition are well placed. Everything fits perfectly; the curve of the horse's neck, nostrils, eye, and curl of mane are nicely echoed by the color circles with type.

**PUBLICATION COVER PAGE CIRCULATION OVER 20,000 (PRINT)**

19 entries

1st

**Spin to Win Rodeo**

**“30 Years of George Strait”**

Trish Miller, Art Director

March 2012

What a good decision to restrain from using bright colors in the nameplate and cover lines. The overall effect is a classy, rich cover. Details not to be missed are the subtle gradation in the nameplate and crisp silhouetting of hat and hand over nameplate. Great blending of a rich photo, classic typography and a keen sense of color.

2nd

**America's Horse**

**“Leading On”**

Justin Foster, Senior Manager of Creative and Design

Abigail Boatwright, Photographer

September 2012

This is a very special cover – the photograph is wonderful. The reader is instantly engaged in the emotion depicted in this photograph. The photo is beautifully lit and the art director expertly cropped it to fill the space. A sheer delightful cover.

# ADVERTISING, COVER & EDITORIAL DESIGN

3rd

*The American Quarter Horse Journal*

"Ain't Youth Great?"

Justin Foster, Senior Manager of Creative and Design

Becky Newell, Editor-in-Chief

July 2012

Kids don't get any cuter than this cover photo. Adorable expression, photo has clean background that also has depth and placement of cover lines and nameplate with tasteful neutral colors – all elements combine to make this an award-winning entry.

## Honorable Mention

*Barrel Horse News*

"Epic Ride"

Brandon Guidry, Art Director

June 2012

Using the colors from the barrel in the photograph, the art director leads the reader through the whole cover. Starting with the alternating colors in top cover lines through the nameplate and the big cover line, there is an excellent balance of energy and colors.

*Western Horseman*

"7 Steps to Safety"

Ron Bonge, Art Director

May 2012

A very successful cover using a limited palette. Even though there are a lot of cover lines, they are nicely placed with enough white space around them so they don't look overwhelming. Great attention to detail includes the selected silhouetting of the rider and rope around the nameplate and also the expert kerning in the cover lines.

## EDITORIAL DESIGN CIRCULATION UNDER 10,000 (PRINT)

21 entries

1st

*Speedhorse*

"Hands-On Satisfaction"

Leann Noguera, Production Manager

July 6, 2012

This editorial design is a true winner. The opening spread is such a narrative display of the story being told that it sets the mood immediately for the reader. With all multiple design elements in play, the simple non-competitive typographic treatments only added support to the composition. Technically and creatively this is expertly done.

2nd

*The Canadian Sportsman*

"In the Line of Fire"

Deanne Penny, Designer

April 19, 2012

This is an outstanding editorial design. The images are beautiful and they are cropped, extracted and positioned with great

professionalism. The understated typographic design is extremely complementary to this photo-laden layout. Even with the amount of sectioned-off portions, the reader never gets lost. This is a true winner.

3rd

*The Florida Horse*

"15 Great Places for Foodies in South Florida"

John D. Filer, Art Director/Designer

November 2012

This editorial design is fresh and young with an elegant southern flair all wrapped up into one fine offering. The photo choices are stellar, especially the opening image that just beacons us to partake in the sensual experience of eating. The understated typographic treatments pose the content of the editorial simply and understandably.

## Honorable Mention

*The Florida Horse*

"Colors of Racing"

John D. Filer, Art Director/Designer

November 2012

Excellent opening spread in this editorial design. The size of the main headline, with the subject matter definitively obvious by the images laid into the text, start the viewer off with no guess as to what this story is about. The rest of the elements that make up the design are handled with precision in technical ability and placement.

*The Florida Horse*

"Handicapping Tampa Bay Downs"

John D. Filer, Art Director/Designer

December 2012

The artist used quite a few design elements here without creating any visual conflicts. This is not an easy task to pull off. This composition contains a lot of information that the designer skillfully laid out to create an excellent visual.

## EDITORIAL DESIGN CIRCULATION 10,000 TO 20,000 (PRINT)

13 entries

1st

*Paint Horse Journal*

"Behind Blue Eyes"

Art Vasquez, Art Director

June 2012

It was such a good idea to hide the word "Behind" in the shadow of the words "Blue Eyes." Great photo for the opening spread and perfect placement of the deck, byline and start of copy. The rest of the article has a clean organized sprinkling of additional photos. Great sizing and placement of those photos along with the "breath of fresh air" white space. Beautifully balanced article through and through.

# ADVERTISING, COVER & EDITORIAL DESIGN

2nd

*Trot Magazine*

**"Junebugs Baby"**

Kim Fisher, Designer

August 2012

Creative typography and striking photography make this entry a winner. Great idea to use dashed swirling lines to suggest the flying pattern of Junebugs. It also makes a great graphic to hold all pages in the article together. Beautiful use of white space makes all the spreads inviting to read and visually pleasing.

3rd

*Modern Arabian Horse*

**"Cowboy Dressage - The Best New Thing"**

Elizabeth Bilotta, Graphic Designer

Summer Issue #4, 2012

Instead of competing with the photograph, the art director chose to enhance it by using similar colors in the type and background panel. The result is an elegant opener. Great color choices and typography is expertly placed from the headline to the byline. The following pages are more straight forward, but the use of the same color gradation ties the article together.

## EDITORIAL DESIGN CIRCULATION OVER 20,000

### (PRINT)

32 entries

1st

*EQUUS*

**"Harnessing the Power of DMSO"**

Celia Strain, Art Director

February 2012

Excellent example of a dynamic illustration that is right on target with the subject matter. The decision to have part of the art overlapping the copy on the right side adds to the action and depth of the layout. The horse is bursting right off the page. The fonts used are varied in terms of size and weight and distributed nicely to form a balanced grouping. The oversized type used for DMSO brings home what this article is all about.

2nd

*EQUUS*

**"Horses and Divorces"**

Celia Strain, Art Director

October 2012

The ripped photo artwork catches your eye immediately, and leaves no doubt about the subject matter of the article. The classical font used for the headline is also spot on for the subject, and the positioning of the subhead and body text wrap nicely around the artwork. It's apparent that the designer put more than a second thought in how to make an already terrific piece of art even better with the second photo and two other elements on the larger photo.

3rd

*Equestrian Quarterly*

**"Living the Wicked Good Life at the Connecticut Home of Ann and Denis Leary"**

Stephanie Peters, Editor and Creative Director

George Kamper, Photography Director

Vol. 1, No. 1, 2012

With photographs of this quality, it's hard to go wrong. However, aside from the excellent photographs, it's apparent that the designer put her sense of style into these layouts. In addition to the choice of fonts and use of white space, the color of green used couldn't be a better choice for this sophisticated publication. The designer let the photographs do the talking, using them at their most effective size and placement.

## Honorable Mention

*EQUUS*

**"Special Report: Biosecurity Made Easy"**

Celia Strain, Art Director

July 2012

The designer pulled out all of the stops for this section. Great photo illustration on opening layout is accompanied by strong type and color treatment. The side layouts use everything from fades, bleeds, and how to articles with "real" photos—not stock. Fonts are varied but compatible and color palette is consistent throughout. Further toward the back of the section, another eye-popping layout similar to the opening spread is used. This is a terrific example of how a special section should look.

*Western Horseman*

**"Hide of the Horse"**

Ron Bonge, Art Director

October 2012

This is an extremely elegant layout. The font selection and placement couldn't be much better, and the photograph is striking. The following pages are consistent with the opening page style, and as with the opener, the quality of the photos is excellent and they are pertinent to the subject matter of the article, rather than simply being space fillers.

## ONE PAGE OR TWO-PAGE SPREAD EDITORIAL DESIGN (PRINT)

12 entries

1st

*The Florida Horse*

**"Carter Capture"**

John D. Filer, Art Director/Designer

April/May 2012

Absolutely gorgeous! The photo is so exciting. You feel the breath of the horse. The composition is exciting and fills the page in a masterful way. The use of color in this spread is perfect. The choice of color enhances the mood and adds a sophisticated flavor.

**2nd****The Florida Horse  
"Brave and Determined"**

John D. Filer, Designer  
October 2012

Photo cropping creates dynamic composition in this excellent design. There is a beautiful color balance between bold headline and colors of horse and rider.

**3rd****The Florida Horse  
"Hey Mikey!"**

John D. Filer, Art Director/Designer  
April/May 2012

This layout had great composition, excellent use of space and good color choices.

**EVENT COVERAGE EDITORIAL DESIGN (PRINT)**

8 entries

**1st****Practical Horseman  
"2012 London Olympics"**

Phillip Cooper, Creative Director  
October 2012

Excellent opening page uses photography perfectly. Despite the length, text flows throughout design and does not lose the reader. Good use of pullout color to highlight different areas of design.

**2nd****Dressage Today  
"Analysis: The 2012 Olympic Games"**

Phillip Cooper, Creative Director  
October 2012

Good use of photos and color text boxes to break up design. Body text flows throughout piece and is easy to read.

**ONLINE EQUINE-RELATED NEWSLETTER**

6 entries

**1st****Center for Equine Health  
"CEH Horse Report"**

Dr. Claudia Sonder, DVM, Assistant Director  
Barbara Meierhenry, Senior Editor  
April and July 2012

This online newsletter has a strong impressive image with a great layout. Well done and stands alone within the competition.

<http://viewer.zmags.com/publication/e8add9b9#/e8add9b9/1>  
<http://viewer.zmags.com/publication/03eb8aed#/03eb8aed/1>

**2nd****EquiSearch.com  
"EquiSearch Weekly"**

Kate Light, Content Manager  
July 23 and October 15, 2012

This is a clean well laid online newsletter with great photography. The message is clear and all secondary information is easy to read and moves throughout.

[http://images.equinetwork.com/equisearch/ES\\_July\\_23\\_12.html](http://images.equinetwork.com/equisearch/ES_July_23_12.html)  
[http://images.equinetwork.com/equisearch/ES\\_Oct\\_15\\_12.html](http://images.equinetwork.com/equisearch/ES_Oct_15_12.html)

**ONLINE EQUINE-RELATED BLOG**

8 entries

**1st****Jennifer Bryant  
"London 2012 Olympics: Equestrian Coverage"**

June through September 2012  
Published on TheHorse.com

The London 2012 Olympics: Equestrian Coverage entry won first place in the blog class because of its excellent breadcrumb navigational system, good location of the About section, its star rating system, and chance to see several articles at a glance. Links within the articles gave readers opportunities to learn more about various subjects. Articles were pertinent, interesting, and a good length for blog readers.

<http://cs.thehorse.com/blogs/2012-london-olympics-equestrian-coverage/default.aspx>

**2nd****TheHorse.com  
"Old Horses: Better with Age"**

By Erica Larson  
Michelle N. Anderson, Digital Editor  
April through December 2012

Good visual hierarchy of text. The About section is well placed and gives credence to the blogger. Breadcrumb navigation is very helpful. Social networking gives chance to have articles reposted in many places and RSS feeds. Star rating gives another good way to build credibility. Links within articles give people a chance to read even more. Articles are concise with links to other articles to keep the size of individual blog entries down. Viewer can see a large variety of articles on the home page of the blog.

<http://cs.thehorse.com/blogs/old-horses-better-with-age/archive/2012/12.aspx>

# DIGITAL MEDIA

## ONLINE EQUINE-RELATED VIDEO OR DVD

8 entries

**1st**

**Kimberly Brown**

**“Learn More About KER’s Research Program: Research Separates the Innovator”**

Published on Ker.com. 2012

Video is a professional quality production. Editing is very good through the entire video, shot selections are appropriate. As a promotional video it serves the purpose very well.

<http://link.brightcove.com/services/player/bcpid88076987001?bckey=AQ~~,AAAAFEiUchE~,jfQjZbr2KvxhssrjwkfXaWzVdOpX5wJD&bctid=1679484557001>

**2nd**

**BloodHorse.com**

**“Three Chimneys Stallions Exercise”**

Alex Cutadean, Director/ Videographer

Evan Hammonds, Producer

Anne Eberhardt, Videographer

May 17, 2012

Excellent video with superb photography. The production value of the piece is very high with excellent audio and good editing. This was a fantastic effort.

<http://www.bloodhorse.com/horse-racing/videos/11372/three-chimneys-stallions-exercise>

## EQUINE-RELATED WEBSITE

10 entries

**1st**

**Chronofhorse.com**

[www.chronofhorse.com](http://www.chronofhorse.com)

Sara Lieser, Managing Editor

Beth Rasin, Executive Editor

Carl Mullins, Publisher

A sophisticated website, this site was the best of the bunch and deserves first place.

**2nd**

**BloodHorse.com**

[www.BloodHorse.com](http://www.BloodHorse.com)

Ron Mitchell, Online Managing Editor

Tom LaMarra, News Editor

Leslie Neilson, Digital Media Director

Eric Mitchell, Editorial Director and Editor-in-Chief

This site sets itself apart from the others because it is smooth to navigate throughout and impactful.

## EQUINE-RELATED DIGITAL EDITION

2 entries

**1st**

**PleasureHorse.com**

**“Show Horse Today”**

Joe Zeimentz, President

October and November/December 2012

Show Horse Today won because of its introduction of video into the online magazine. The overall quality of the images was beautiful and the page layouts were very inviting. The article about knowing you’re a horse person was great. This is very impressive work, especially with the introduction of video for some of the horses.

<http://viewer.zmags.com/publication/5bb28b6d#/5bb28b6d/1>

<http://viewer.zmags.com/publication/9d6386ee#/9d6386ee/1>

# SPECIALTY CLASSES

## EQUINE-RELATED SPECIALTY OR CUSTOM PUBLICATION (PRINT)

14 entries

### 1st

#### **Blood-Horse Publications**

##### **“Breeders' Cup Commemorative Magazine”**

Jacqueline Duke, Editor  
Katie Taylor, Art Director  
October 2012

The Breeders Cup has brand recognition, and this publication is consistent with it. Classy design and strong editorial bridge the readability conflict between order and interest admirably with consistent well-designed pages. The blurb quotes throughout speak to readers, not at them.

### 2nd

#### ***The Florida Horse***

##### **“The Florida Horse Farm and Service Directory 2012-2013”**

Brock Sheridan, Editor-in-Chief  
John D. Filer, Art Director/Designer  
June/July 2012

A good directory that promises it is complete—a strong promise that it appears to fulfill. The tabs make it easy to find the information and encourages the reader to keep the book as a reference. Strong cover and good placement and cropping of image.

### 3rd

#### ***Western Horseman***

##### **“Western Lifestyle Retailer”**

Darrell D. Dodds, Publisher  
Spring 2012

Following the format of consumer magazines, this publication presents fashion and features and departments on retail trends and issues and advertisements. And it does this well, tying together a cacophony of images and text – not to mention the listings in the back of the book – with consistency of typefaces and editorial elements. This publication benefits from its format and from a staff

who obviously strives to create a product that offers added value to the many advertisements within.

## EQUINE-RELATED BOOK (PRINT OR E-BOOK)

6 entries

### 1st

#### **Milton C. Toby**

##### **“Noor: A Champion Thoroughbred's Unlikely Journey from California to Kentucky”**

Copyright 2012

A gem sure to be enjoyed by Thoroughbred lovers and racing fans alike. The story is engagingly told and enhanced by the selection of photos and Charlotte Farmer's original hand-written notes. Interesting choice of cover design gives it just the right vintage look to place it in the era in which the story occurred, yet grabbing the attention of today's reader. Back cover nicely entices one to look inside for the whole story. Interior is very attractively laid out and easy to read. A classy piece of work befitting of a classy legend.

### 2nd

#### **Robert L. Heleringer**

##### **“Equine Regulatory Law”**

Copyright 2012

From its traditional high-quality hard cover and its sheer weight, at first glance this "law book" looks like a ponderous read, however it proves to be far from the case. The author's introduction of what he hopes to achieve in presenting the content sets the tone for a more interesting read and entices the reader to look deeper.

Interspersing the legal cases with profiles of the human interest stories behind them made the text immensely more interesting for the general reader. Other features, such as the glossary of legal terms made the technical material understandable so as to keep from losing one's attention. Overall a high quality publication that proved to be surprisingly more interesting than expected. A worthwhile reference to have in the library of anyone who has regular need to deal with various aspects of equine law.

## VALIANT HUMAN-ANIMAL BOND AWARD

Sponsored by Luitpold Animal Health

Makers of Adequan® (Polysulfated Glycosaminoglycan)

18 entries

### WINNER

**Kay Coyte**

**“A Real War Horse”**

**Published in *Mid-Atlantic Thoroughbred***

**March 2012**

# GENERAL EXCELLENCE

## GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION UNDER 15,000

9 entries

### Winner

#### ***NRHA Reiner***

Carol Trimmer, Editor

National Reining Horse Association, Publisher  
Bucky Harris and Jana Thomason, Art Directors  
September and November 2012

*NRHA Reiner* excelled in bringing its readers both association news and reining/horsecare information. Layouts are excellent.

### Honorable Mention

#### ***Paint Horse Journal***

Jessica Hein and Tonya Garrison, Editors

American Paint Horse Association, Publisher  
Art Vasquez, Art Director  
April and October 2012

Good choices of topics for readership. The outstanding feature of *Paint Horse Journal* is the writing. Overall, it was well above average and some features were outstanding. Layouts also were quite good.

## GENERAL EXCELLENCE ASSOCIATION PUBLICATION CIRCULATION 15,000 AND OVER

6 entries

### Winner

#### ***The American Quarter Horse Journal***

Becky Newell, Editor

Kim McKinney, Publisher  
Tim Archer, Art Director  
May and December 2012

The outstanding result in *The American Quarter Horse Journal* faced with what could easily result in a mish-mash of topics catapulted this hefty publication to the top. Sections devoted to various disciplines, marked by color, made the loaded magazine navigable. It delivers a large amount of material in a very readable form.

### Honorable Mention

#### ***America's Horse***

Holly Clanahan, Editor

Kim McKinney, Publisher  
Tim Archer, Art Director  
September and December 2012

The cover of *America's Horse* with the little boy is especially memorable and the article was heartwarming, connecting with the readership as the statement of purpose describes. The Table of Contents' use of white space made it striking. The writing is conversational and very easily digested. The layouts are clean and attractive.

## GENERAL EXCELLENCE STATE OR REGIONAL PUBLICATION

6 entries

### Winner

#### ***California Thoroughbred***

Rudi Groothedde, Editor

California Thoroughbred Breeders Association, Publisher  
John Melanson, Art Director  
February and June 2012

*California Thoroughbred* is beautifully designed. The elements of choice paper stock and the quality of printing make this magazine a pleasure to hold in your hands and flip through the pages. The designer has kept the reader in mind with the inclusion of colorfully denoted sectional tabs creating cohesiveness and flow. The editorial designs are understated and fresh and offset the highly designed advertisements. All information is geared toward the California Thoroughbred industry.

### Honorable Mention

#### ***Pennsylvania Equestrian***

Stephanie Shertzer Lawson, Editor/Publisher

Debbie Reid, Art Director  
March and May 2012

This newspaper format publication sports a bold and inviting logo and a well laid out front page. Inside are tasteful full-page ads that are great, freshly designed and don't shout with blocks of severe color and overdesigned typography. The smaller ads are well surrounded by simplistically designed editorial; giving them each their due importance. Overall this is a well-designed, very valid publication dedicated in every way to the Pennsylvania equestrian.

## GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION UNDER 15,000

12 entries

### Winner

#### ***Ranch & Reata***

A.J. Mangum, Editor

Bill Reynolds, Publisher  
Robin Ireland, Art Director

August/September and October/November 2012

*Ranch & Reata* is a very well-designed publication that expresses its Statement of Purpose with pertinent articles. The creative use of photography, typography and spot illustrations is very well done. There is a pleasing flow that makes the reader want to turn the page.

# GENERAL EXCELLENCE

## Honorable Mention

### ***Horse Sport International***

Pamela Young, Editor  
Jennifer Anstey, Publisher  
Issues #4 and #8, 2012

*Horse Sport International* has a very clean, straight forward approach to achieve the publication's Statement of Purpose. Good use of color and photography on the covers; good type and photo layout throughout with a good balance of features and departments.

### ***The Canadian Sportsman***

Dave Briggs, Editor/Publisher  
Deanne Penny, Art Director  
March 15 and April 19, 2012

*The Canadian Sportsman* has a very well-designed cover treatment along with the design of the features. With a creative mix of photos and illustration, there is a nice flow to the issues with an interesting emphasis to the features.

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

15 entries

### Winner

#### ***Equestrian Quarterly***

Stephanie B. Peters, Editor/Art Director  
C.W. Medinger, Publisher  
Inaugural and Winter 2012

*Equestrian Quarterly* certainly lives up to its Statement of Purpose with a beautifully designed cover and articles. Great photography, typography and design make this entry a winner.

### Honorable Mention

#### ***EQUUS***

Laurie Prinz, Editor  
Active Interest Media, Publisher  
Celia Strain, Art Director  
October and November 2012

*EQUUS* has a nicely designed cover with good typography and color choices. Inside, the features are well-designed. While different in feel according to subject, they still have a cohesiveness with the publication. Departments are well-defined and have good headers.

#### ***Keeneland Magazine***

Jacqueline Duke, Editor  
Marla Bickel, Publisher  
Katie Taylor, Art Director  
Spring and Winter 2012

*Keeneland Magazine* has a clean, well-designed cover. Inside, articles meet the Statement of Purpose and are well-designed with good photography, choice of typography and a nice balance from departments to features.

## ALLTECH A+ EQUINE JOURNALISM AWARD

11 entries

### WINNER

**Courtney King-Dye**

"How I Came Back"

Published in *Dressage Today*  
July 2012

# OVERALL PUBLICATION

## WINNER

# EQUESTRIAN QUARTERLY

**Stephanie B. Peters, Editor/Art Director**

**C.W. Medinger, Publisher**

*Equestrian Quarterly's* striking covers and beautiful design beg the reader to come and join the equestrian way of life. Open the pages and the overall feel, weight, color and outstanding photography make you want to savor each page. The content is an elegant mix of fashion, art and serious horsemanship articles. If the goal of this publication is to celebrate life as an equestrian, then *Equestrian Quarterly* meets its goal with winning style. As a bonus, it looks fantastic on a coffee table.





# 2013 JUDGES

**KATHLEEN BARCZAK**, owner and designer of her freelance business, Kathleen Barczak Design creates artwork for residential and commercial clients. Kathleen designs identities for small businesses, marketing collateral and helps execute projects for her clients. She designs invitations, cards, signage, brochures, banners and more. Working from her home studio, Kathleen also paint acrylic artwork specific to client's requests and sells her pieces in boutiques in Milwaukee.

**GREG BENENATI** has worked as a commercial photographer, photojournalist 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 as a reporter and an editor. Before moving to Arkansas, she worked in newspapers in California and Maryland. She and her husband Greg live outside Little Rock with their two dogs.

**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.

**AL CASCIATO** graduated from the Philadelphia College of Art (now University of the Arts) with a BFA in Advertising Design. After a two year stint in the Army, he worked for a menswear publishing company designing ads and catalogs. He spent the next 27 years with Farm Journal, a good part of that time as the Art Director, designing magazines and books. Prior to his retirement in 2012, Al spent 13 years as Design Director for Farm Progress Companies, publishing regional and national magazines. Al now enjoys spending his time with freelance projects, photography and painting.

**TOM CURL** of Brookfield, Wisconsin, enjoyed a 33-year career that included serving as editor of Progressive Farmer and Country magazines, as managing editor of Southern Living, as the founding editor of Birds & Blooms magazine, and CEO of Reiman

Publications. He was president of the American Agricultural Editors Association and also a director of the Magazine Publishers of America.

**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. Mr. Dawson 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. He is currently Director of Operations at LifeApps Digital Media, Inc.

**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.



# 2013 JUDGES

**ALYSON HOGE** has worked for the Arkansas Democrat-Gazette for 34 years, and currently oversees the wire and copy desks. She also is the co-editor of an animal-related blog, 501pets.com. She has been horse crazy since birth and has had horses off and on since age 15. Her herd includes a rescued Thoroughbred mare, 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 HOUIN** serves as the public relations coordinator of the Ohio Agricultural Research and Development Center in Wooster, Ohio — the research arm of The 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 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 15 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.

**JOHN MEEKINS** spent more than 20 years working as a reporter for weekly and daily newspapers in New Mexico, New Hampshire, Indiana and Ohio before going into public relations. He also taught journalism at Ohio State University for a decade, and for three years he published a monthly newspaper on pleasure horses in Ohio, the Ohio Horseman News. He is retired from the US Air Force Reserve where he went around the country on humanitarian missions. He continues that work. Last spring he spent two weeks in Haiti helping people after the earthquake. He recently retired and followed that up with a month in Quito, Ecuador where he taught English. He has other adventures planned and hopes to finally finish a novel that he's been working on for the last 30 years.

**STELLA OTTO** temporarily put aside her love for horses and riding to attend Michigan State University with hopes of becoming a large animal veterinarian. Graduating with a degree in Horticulture, with a specialization in Fruit Production, she spent more than 10 years as a commercial orchard and farm market owner/manager. In 1991 she established OttoGraphics, an independent small press; publishing horticultural books for the home gardener. Her first book *The Backyard Orchardist: A complete guide to growing fruit trees in the home garden*, garnered a Benjamin Franklin Award from the Publishers Marketing Association. The success of her publishing company has enabled her to return to her love of horses. While continuing her career as a publisher and freelance writer, Stella currently also operates a private boarding and lesson barn in northern Michigan. She, her husband, and three cats share the farm with two horses that produce more than enough eventual compost for the family garden.

**SHARON REUTER** is a partner in a successful design firm, [www.reuter.net](http://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.

**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.

**DAVID B. SIMON** has more than 10 years of experience in editing and writing. He is currently editor of The Daily Record, a business and law newspaper in Baltimore, MD. Simon has been a reporter and editor at newspapers in Frederick, Md., Westminster, Md. and Queens, N.Y., and has taught undergraduate journalism at American University and Hood College. Prior to joining The Daily Record, he was 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. Before The Gazette, he served as a communications specialist with the nonprofit Henry M. Jackson Foundation for the Advancement of Military Medicine in Rockville, Md. Simon holds a master's degree in journalism from Columbia University and has won multiple



# 2013 JUDGES

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 VP Publishing at Brock Associates, a commodity advisory firm. In the past, she was markets editor at DTN and held a number of positions at 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.

**PAT SMITH** is managing editor of the multi-platform Global Journalist at the Missouri School of Journalism. She has worked on newspapers, magazines, specialized and online publications and has taught at the college level for 18 years. Smith has also served as a consultant for specialized communication projects that include publication design, writing, editing and planning for businesses and nonprofit organizations.

**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 CS5. Katie's new textbook, *Photo 1: An Introduction to the Art of Photography* was published by Delmar Cengage Learning in 2012.

**ELAINE STEWART** was a horse-crazy kid, but did not have the opportunity to learn to ride until she was in her thirties. Professionally, she has spent most of her adult life as a drafter for structural engineering companies. For several years she volunteered as a sidewalker for a therapeutic riding center, and worked for ten years as a volunteer foal sitter in the NICU at the University of Pennsylvania's New Bolton Center. Elaine lives in Philadelphia, where she enjoys gardening, and is the director of an all-volunteer cat rescue nonprofit, Animal Rescue Network, [www.animalrescuenetwork.wordpress.com](http://www.animalrescuenetwork.wordpress.com).

**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** has over 30 years experience as a graphic designer and is currently the owner and creative director of Joe Tenerelli Illustration & Design. Joe's company specializes in publication design, including annual reports, magazines, and newsletters, as well as web, logo and book cover design. Over the years Joe has art directed several magazines, as well as designed and redesigned many others. Until 2004, Joe worked at Farm Journal Media, where he spearheaded the design of all of the company's publications, and won several individual design awards. His redesign of Farm Journal, the company's flagship magazine, won FOLIO's first place Gold Ozzie for magazine redesign. Joe is a 1973 graduate of Temple University and resides in Philadelphia, Pennsylvania.

**WILLIE VOGT** joined Farm Progress Companies as technology editor 1996 after freelancing for six years. He was promoted to Editorial Director in 2004 where he has held the responsibility for managing the company's 12 publication, and 24 websites. A graduate of Iowa State University, Willie's career has included work in public relations firms, trade publishers and as an agricultural journalist. He has written for a wide range of publications from the Minneapolis Star-Tribune to Consumers Digest to Wallaces Farmer. He lives with his wife, Bobbi, in Eagan, Minnesota.

**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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