2010 Annual Awards Program

for material published in and dated 2009

AWARDS BANQUET AND PRESENTATIONS
JUNE 19, 2010 ~ LEXINGTON, KENTUCKY
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Class 1
NEWS REPORTING: NEWS BREAKING STORY (PRINT)
(14 entries)

1st
*Trot Magazine*
“Finding Leadership”
By Keith McCalmont
September 2009
Well-sourced, informative and authoritative. The writer goes beyond just reporting the facts, but explains what’s at stake as well as what remains to be seen. And he covers the issue from all angles.

2nd
*Horsemen's Yankee Pedlar*
“Boston Police Mounted Unit Faces Uncertain Future”
By Susan Correia
Molly Johns, Editor
May 2009
The writer does a great job exploring the unit’s rich history. Wonderful flourishes, like the horses’ names and some clever anecdotes and images, are peppered throughout the story. A fine read.

3rd
*Pennsylvania Equestrian*
“CEM Returns to US; Three Exposed Mares Quarantined in Pennsylvania”
By Suzanne Bush
March 2009
Great reporting with impact and context up high.

Class 2
NEWS REPORTING: RELATED FEATURE STORY (PRINT)
(21 entries)

1st
*Mid-Atlantic Thoroughbred*
“Table Games Debate Heats Up at Charles Town”
By Bill Finley
October 2009
This is an excellent piece that provides a blueprint for how to craft a winning news story. A strong lead, a commanding sense of the subject, smooth transitions, and powerful quotes all help balance a well-paced narrative.

2nd
*Hoof Beats Magazine*
“Racing and the Recession”
By Jason Turner
November 2009
A nice, comprehensive look at the myriad effects the economy has had on the horse-racing industry. Usually the segmented approach the author took would be problematic, but here it works to the benefit of the reader, allowing the effects on separate—though related—parts of the industry be understood more clearly.

3rd
*Pennsylvania Equestrian*
“Showing at the Fair? Prepare to Pony Up to Meet PDA’s New Requirements”
By Stephanie Lawson
June 2009
A good piece of reporting on an issue of local interest. The author raised some good questions about the need for certain veterinary certifications at state fair events and the economic hardship that complying places on participants.

Honorable Mention
*Trot Magazine*
“The Curious Case of the Mistaken Mares”
By Brittney Mayotte
August 2009
A fascinating piece, an excellent subject, and a good job of reporting.

*Western Horseman Magazine*
“Enough Already”
By Debbie Moors
October 2009
There is some very good writing on display here.

Class 3
INSTRUCTIONAL SINGLE ARTICLE (PRINT)
(circulation under 10,000 - 8 entries)

1st
*Danvers Child*
“Gettin’ Testy: A Hoof Tester Primer”
Published in *Professional Farrier*
January 2009
Cute title. Pictures tell the step by step.

2nd
*Horsemen’s Yankee Pedlar*
“Helpful Hints for Pulling and Braiding Manes”
By Sue Perry
Molly Johns, Editor
April 2009
Information is comprehensive. Steps are clear and progression is clear.

Class 4
INSTRUCTIONAL SINGLE ARTICLE (PRINT)
(circulation 10,000 to 20,000 - 8 entries)

1st
*Paint Horse Journal*
“Smart Choices”
By Amy Center and Janet Cawley with Jessica Hein
September 2009
Excellent article for the beginner to experienced equestrian. Good insight into what the course designer was striving to do. High in clarity, content and usefulness as a step-by-step article.
2nd  
**Paint Horse Journal**  
“Change for the Better”  
By Rod Safty with Jessica Hein  
July 2009  
Great article about lead changes. Shows the various problems and what to do about them. Illustrations are good in clarifying where change in lead should come in the ring. Easy for readers to absorb and apply to their training.

Class 5  
**INSTRUCTIONAL SINGLE ARTICLE (PRINT)**  
(circulation over 20,000 - 10 entries)

1st  
**Practical Horseman**  
“Heads Up! Rethinking Fall Safety”  
By Sandra Cooke  
August 2009  
Great how-to article addressing how to be safer in a fall. Step-by-step based on stage of the fall. Good sidebars and pictures illustrating falls and techniques. Intro convinces the reader there are new facts behind the story.

2nd  
**Horse Illustrated**  
“7 Habits of Highly Effective Barrel Racers”  
By Micaela Myers  
May 2009  
Very clear step-by-step arrangement of the article. It looked at the topic holistically—all the way back to the horse’s fitness and the rider’s balance and ability through very specific tactics for barrel racing. Commentary was enough to explain each point but not overwhelming. This is one a reader can digest and apply readily.

Class 6  
**INSTRUCTIONAL SERIES (PRINT)**  
(9 entries)

1st  
**Western Horseman Magazine**  
“Cowboy Cross-Training”  
By Ross Hecox  
February, March, April 2009  
This article sings. The easy “voice” sounds like shared advice rather than a lecture. Excellent connection between concepts and well-organized “how to” steps…all tied to practical use of the horse outside formal competition.

2nd  
**Horse & Rider**  
“Clinton Anderson’s Do-It-Yourself Training”  
By Jennifer Forsberg Meyer  
January through May 2009  
Very good writing and excellent use of the side-bars to sum up how readers can glean the most knowledge from each article. Nice use of second-person voice.

Class 7  
**HORSE CARE (PRINT)**  
(circulation under 20,000 - 17 entries)

1st  
**Quarter Horse News**  
“Multiple Issues”  
By Susan Morrison  
March 1, 2009  
A thorough piece with important information for the horse owner to know and use. The first two graphs do a great job of setting up the piece and pulling the reader in. The content, itself, provides the momentum and is presented through statistics, quotes and anecdotes.

2nd  
**Washington Thoroughbred**  
“Preparing Your Farm for a Disaster”  
By Ed Kane, PhD  
January 2009  
This disaster piece is complete and cohesive. It details what should be done and why and gives the reader resources to do it. The tone is appropriate and the use of active verbs keeps the information-laden text readable.

3rd  
**Appaloosa Journal**  
“Hooks, Ulcerations and Wolf Teeth, Oh My!”  
By Tafra Donberger  
July 2009  
This story is service oriented and presents strong content. Though the information is not all new to many readers, it is presented in such a manner as to pull the reader in with a figurative lead that introduces the meat of the article.

Honorable Mention  
**Equine Journal**  
“How To: Read Your Feed!”  
By Celeste Karpf  
Kelly Ballou, Editor  
June 2009  
This piece delivers what it promises: Ten bits of information. It is complete and easy to read. The subheads are entry points for the reader and the language is active and authoritative with the use of strong quotes.

**The American Quarter Horse Racing Journal**  
(merged with The American Quarter Horse Journal)  
“Barefoot and Running”  
By Andrea Caudill  
January 2009  
This piece has the proper tone for a serious and nontraditional topic and strong content that is readable and interesting. The author introduces the subject matter and then fans out into the topic at large.
Class 8
HORSE CARE (PRINT)
(circulation 20,000 and over - 15 entries)

1st
USHJA In Stride
“Providing Quality Care in a Faltering Economy”
By Rachelle Wilhelm
February 2009
Very topical subject that is thoughtful and service oriented. The first graph is sharp, to the point and signals immediately what this article is about by good word choice and crisp writing.

2nd
EQUUS
“Special Report: Is Your Horse Too Fat?”
By Joanne Meszoly
February 2009
A strong special report that uses authoritative sources and relative anecdotes to approach an all-to-familiar topic. All pieces relate to each other and provide a forward momentum, taking the reader easily to the end.

3rd
EQUUS
“When Horses Hurt”
By Allison Stewart
August 2009
A first-person piece almost guarantees a conversational, easy-to-read piece, and this one doesn’t disappoint. Packed full of information—data, scientific principles, drugs—this article delivers the information by using examples and background and active voice. It makes every attempt to pull the reader into the meat of the piece and help him/her understand the details and the big picture. Interesting, Informative and Educating.

Class 9
SERVICE TO THE READER (PRINT)
(circulation under 20,000 - 23 entries)

1st
The Chronicle of the Horse
“Confused About Amateur Rules?”
By Mollie Bailey
November 13, 2009
Clearly explains the pitfalls facing riders who want to maintain amateur status. Good to have sidebar quoting the rule—let readers see for themselves. Excellent what-ifs scenarios to help clear up any misunderstanding.

2nd
Malama-Lio: The Hawaii Horse Journal
“Cincha Fit: Is Your Cincha Right for Your Horse?”
By Pete Gorrell
Sarah Blanchard, Editor
December 2009
A real service to the horse by educating the reader as to proper location and length of the cinch. The lesson is explained in easy-to-understand terms and illustrated well with photos.

3rd
Trot Magazine
“On The Hook”
By Ed O’Leary
October 2009
Good to quote the new rules verbatim in the text. Many sides interviewed for the story.

Honorable Mention
Lisa Kemp
“But I Paid the Photographer. What Do You Mean, I Don’t Own the Photo?”
Published in From The Horse’s Mouth
June 2009
In a clear manner with good examples, the author explains copyright law and why you hire a professional in this era of do-it-yourself digital photography.

Paint Horse Journal
“Precious Pearls”
By Irene Stamatelakys
May 2009
Fascinating, extensively researched story about a mysterious “new” horse color that’s really been around for centuries.

Class 10
SERVICE TO THE READER (PRINT)
(circulation 20,000 and over - 20 entries)

1st
EQUUS
“Special Report: The Frugal Horsekeeper”
By Joy Parise
Christine Barakat, Assignments Editor
January 2009
This is a well-organized package that covers more than the obvious ways for a horse owner to trim costs. Two sidebars really stood out—where NOT to cut corners and a trip to the dollar store as an unexpected source for supplies. A lot of thought went into these stories and it shows in the writing as well.

2nd
The Horse: Your Guide to Equine Health Care
“Employment and Immigration”
By Pat Raia
February 2009
A timely topic is approached in both a practical and personal manner. The story is logically organized and provides a lot of information without overwhelming the reader. This story can be of use to a variety of equine-related fields.
3rd
Ryan Bell
“Up Snake River”
Published in *Western Horseman Magazine*
February 2009
This story reminds me of the mom who cuts her kid’s veggies into dinosaur shapes—you enjoy it so much, you don’t realize how much mental nutrition you’re receiving. Part travelogue, part history lesson, this isn’t as much a “how to” (although there is good info) as an article that shows how careful planning can make a ride like this possible. Flowed from beginning to end, with a satisfying kicker.

Honorable Mention

*Dressage Today*
“Workout with Steffen and Shannon Peters”
By Kelly Sanchez
March 2009
Who knew how much “off-horse” work went into the physical conditioning of world-class riders? Even for the recreational equestrian, this profile/workout guide is an eye-opener, with the exercises tied in to a rider’s needs.

*Horse Illustrated*
“A Greener Stable”
By Sharon Biggs
April 2009
An important “think globally, act locally” story for everyone down to the backyard horse owner. Smart sources were sought out and used to strong effect. Concise writing, good organization, and a very useful topic.

Kara Stewart
“From Day Job to Horse Job”
Published in *Horse Illustrated*
February 2009
The writer approached people in a variety of equine-related occupations. Not just a “how to” but also an article that might inspire a reader to think outside the box. Good organization, concise writing.

Class 11
SERVICE TO THE READER SERIES (PRINT)
(5 entries)

1st
*The Chronicle of the Horse*
“When ‘Someday’ Becomes Today” / “The Grieving Process: Taking Care of Yourself” / “In Their Own Words”
By Anne Lang
July 3, 2009
Excellent articles giving all the pros, cons and costs of everything from how to put down your horse to death to what to do with the body. Practical advice delivered in a clear-headed manner without sentimentality.

2nd
Denise Steffanus
“Foaling—Stage I: Recognize Early Signs” / “Stage II: The Foal Arrives” / “Stage III: Afterbirth and Aftercare”
Published in *Thoroughbred Times*
January 3, 17, and 31, 2009
Everyone thinking of breeding their mare should be required to read this series. The articles fully prepare you for what’s supposed to happen and what to do when things go wrong.

Class 12
PERSONALITY PROFILE (PRINT)
(circulation under 10,000 - 19 entries)

1st
*Florida Sporthorse Magazine*
“A Legacy of Love”
By Christie Gold
Fall 2009
This is a great story with a perfect balance of horse information and people information.

2nd
*NRHA Reiner*
“Roger Brazeau”
By Kellie Carr
Kathy Swan, Executive Editor
Carol Trimmer, Sr. Director of Publications
April 2009
Really got to know the person and why he was in the hall of fame. The anecdotes gave some insight into his personality.

3rd
*American Farriers Journal*
“Three-Ring Farrier”
By Jeremy McGovern
March 2009
What a fun read. The story included the ins and outs of working with this unique client. Good job of giving readers a feel for the man and telling them about his client.

Honorable Mention

*NRHA Reiner*
“Emily Winegar”
By Cynthia McFarland
Kathy Swan, Executive Editor
Carol Trimmer, Sr. Director of Publications
July 2009
A great profile that lets readers get to know the subject, her involvement with her horses and enough about the horses, too.

*Western Horse UK*
“It’s All in the Mind”
By Tally Wade
November/December 2009
A good short piece that is well focused on the subject. The writer also lets the subject tell his own story with just enough writer intervention to move it forward.
Class 13
PERSONALITY PROFILE (PRINT)
(circulation 10,000 to 20,000 - 28 entries)

1st
Mid-Atlantic Thoroughbred
“Life Lived Large: The Tale of Dickie Small”
By Vinnie Perrone
February 2009
This is one long story, and worth every second of the reader’s
time. The preciseness of word choice, the rhythm, the
meticulous attention to detail, bit by bit, painting the portrait of
Mr. Small’s personality, seating the reader alongside the author
and subject—Zoweee. The writing never falters. There is nothing
unnecessary. This is the kind of writing all should aspire to.

2nd
Equine Journal
“Dr. Henri L.M. van Schaik: To the Threshold of Your Own
Mind”
By Kip Mistral
Kelly Ballou, Editor
August 2009
The lead is beautiful, both in imagery and as context for
the vignettes that follow. Personality profiles are among the
toughest things to write; doing so effectively by using the first-
hand impressions of so many authors—WOW. The reader learns
something about the subject’s methods, but within the context
of who he was.

3rd
Quarter Horse News
“Shooting the West”
By Sonny Williams
December 1, 2009
Dynamite lead—that’s how you paint a picture with words.
There’s plenty of biography here, but offered as context for
insight to O’Hara’s photographic psyche. The sidebar offers
a microcosm of this, getting inside his head for the reasoning
behind the mechanics.

Honorable Mention
The Chronicle of the Horse
“Doug Hannum Keeps Horses and Humans Happy”
By Kat Netzler
July 3, 2009
This is strongly written, clear and concise, with superior use of
sources and quotes. This entry is one of only a handful in the
class that gets at the subject’s personality.

Class 14
PERSONALITY PROFILE (PRINT)
(circulation over 20,000 - 11 entries)

1st
Western Horseman Magazine
“A New Brand of Brannaman”
By Melissa Cassult
January 2009
This piece is tersely written, with strong use of sources and
quotes. Most of all, it’s a wonderful selection of details, which
are the fabric of personality. Overall, this is an outstanding effort
that achieves the top honor in the class for delivering what it
promises—insight to the personality of a particular individual.

2nd
Keeneland Magazine
“Bronze Age”
By Rena Baer
Jacqueline Duke, Editor
Winter 2009
Excellent writing, focus and clarity are what move this entry
to the top tier. Without getting hung up on the details of
chronology, the writer engages the reader from the start with a
creative, appropriate lead. Flowing from that is a superior effort
of describing this artist being what she does.

3rd
Western Horseman Magazine
“Tragedy to Triumph”
By Melissa Cassult
May 2009
Overall, this is one of the strongest entries for writing overall.

Class 15
FEATURE ARTICLE (PRINT)
(circulation under 10,000 - 20 entries)

1st
Washington Thoroughbred
“The Irish Pinch”
By Sheila Shannon
September 2009
A great piece with a wonderful sense of place and strong
narrative flow. The playfulness of the narrator remains
consistent throughout, drawing the reader in as co-conspirator
in her mischievous game of clothespin tag. This is terrific
storytelling at its best.

2nd
NRHA Reiner
“Reading, Writing, and Riding”
By Karen Shedlauskas
Kathy Swan, Executive Editor
Carol Trimmer, Sr. Director of Publications
July 2009
A well-crafted essay with excellent organization and pacing.
Nice mix of anecdotes, direct quotes, and information that
convey a lot of detail about the subject.
3rd
NRHA Reiner
“Cut Your Spending, Not Your Show Season”
By Holly Endersby
Kathy Swan, Executive Editor
Carol Trimmer, Sr. Director of Publications
January 2009
A timely subject that is covered well. The writer organized the piece well by breaking it down into different categories and had a nice mix of information and lively quotations. Even though the emphasis was on the information, the personalities of the speakers were allowed to shine.

Honorable Mention
Steeplechase Times
“History Call”
By Joe Clancy
April 24, 2009
This is a nice story that is well told. Good pacing and use of quotes to move the story along and underscore key points.

Western Horse UK
“Foundations: Developing Feel; Perfect Timing; Experience”
By James English
July/August, September/October, November/December 2009
I liked the writer’s easy, conversational tone, which allowed him to impart a lot of useful information without becoming tedious in this nice series.

Class 16
FEATURE ARTICLE (PRINT)
(circulation 10,000 to 20,000 - 19 entries)

1st
Trot Magazine
“Knock, Knock”
By Kimberly Fisher
May 2009
This article is a well-balanced, well-organized report on an incendiary topic. Writer did an excellent job of putting animal rights groups into the proper context for horse people, including some quotes about how the spotlight can improve the equine business.

2nd
Western Shooting Horse Magazine
“Against All Odds”
By Doreen Shumpert
January/February 2009
This article compares favorably to what is published in Sports Illustrated, which has some of the best profile-type journalism in publishing. The narrative carries the story and the quotes add depth and impact.

3rd
Lisa Kemp
“To Air is Divine—Lippizzans and the Airs Above the Ground”
Published in Equine Journal
April 2009
Excellent lead paragraph that sets the tone for the article. Nicely organized. Adds colorful detail to readers’ knowledge of these animals.

Honorable Mention
Mid-Atlantic Thoroughbred
“For Sassy Hound, Retirement Takes an Arresting Turn”
By Maggie Kimmitt
May 2009
Very well written. Nice lead and good return to the subject at the end of the article. Very well organized and extremely readable.

Quarter Horse News
“The Trainer”
By Linda Hussa
December 15, 2009
Good lead and excellent use of quotes, especially the last one.

Class 17
FEATURE ARTICLE (PRINT)
(circulation over 20,000 - 24 entries)

1st
America’s Horse
“True Blue”
By Richard Chamberlain
January/February 2009
The love this family has for the horse, both as a member of the family and a part of their profession, really shines through in this emotionally impactful, well-written article.

2nd
Barrel Horse News
“The First Family of Fast”
By Breanne Hill
December 2009
Very well written and organized with a great background story and good choice of quotes.

3rd
The Blood-Horse
“Down on the Farm”
By Lenny Shulman
January 17, 2009
Great timely topic with a range of sources spanning the nation touched by the economic downturn. The author put a lot of effort into this piece, and it shows.

Honorable Mention
Ryan Bell
“Catch the Train to Elko”
Published in Western Horseman
January 2009
What a unique piece. Never knew such an event existed.
Western Horseman Magazine
“La Pialada”
By Ryan T. Bell
July 2009
Really like the emphasis on culture and a glimpse of how it’s done through how equipment is made. Great angle.

Class 18
PERSONAL COLUMN (PRINT)
(circulation under 20,000 - 30 entries)

1st
The Steeplechase Times
“A Lucky Man”
By Joe Clancy
March 17, 2009
Not sure when, if ever, a lead-and-kicker link is used so well, and doubt it was luck. This is a great column.

2nd
The Chronicle of the Horse
“No Fingernails Required”
By Tricia Booker
October 2, 2009
This is the way a good column drags you in and holds you. This is good writing. From the “what do fingernails have to do with horses?” question posed by the headline to the end. Makes you curious, feeds your curiosity.

3rd
The Chronicle of the Horse
“A New Appreciation”
By Beth Rasin
November 20, 2009
Sometimes it’s a task to tie together your real life and what you write about and not seem self absorbed. This column does it and helps readers look at their own priorities at the same time.

Honorable Mention
Equine Journal
“Equine-Assisted Economic Recovery”
By Ange Dickson Finn
Kelly Ballou, Editor
June 2009
The idea of giving executives one horse for each $100,000 of bonus so they’ll plow their money back into the economy is sheer brilliance. As is the whole column, which suggests we would have economic recovery immediately if the government just gave everybody a horse.

3rd
USDF Connection
“Use Your Head”
By Karen McGoldrick
June 2009
Having known too many head-injured horse people, this is the most important column of the year. It’s well written and, because of that, it will make a difference.

Class 19
PERSONAL COLUMN (PRINT)
(circulation 20,000 and over - 14 entries)

1st
Horse & Rider
“My Funny Valentine”
By Jennifer Forsberg Meyer
February 2009
Cleverly and fluidly written and a pleasant surprise of a subject for a horse magazine. It’s about horses, but then it’s not really, is it? The “three little words that mean so much” being “call the vet” is about as well handled as anything seen in any publication.

2nd
Horse & Rider
“Size Matters”
By Sue M. Copeland
September 2009
This one sneaks up on you before you know you’re about to have to make a value judgment, which is exactly what a good opinion piece should do. Lay out the case then add the nudge to push them across the divide.

3rd
USDF Connection
“A New Appreciation”
By Beth Rasin
November 20, 2009
Sometimes it’s a task to tie together your real life and what you write about and not seem self absorbed. This column does it and helps readers look at their own priorities at the same time.

Class 20
EDITORIAL (PRINT)
(17 entries)

1st
Thoroughbred Times
“No Easy Button Available for Racing”
By Mark Simon
September 12, 2009
A heckuva lead and what follows is just as good. The piece is vibrant, colorful. And it makes strong points and tells tough truths.

2nd
Quarter Horse News
“Any Given Thursday”
By Katie Tims
June 15, 2009
It’s refreshing and heartbreaking to see this editorial writer step away from her desk. The images she brings back are wrenching and her call for help should be heard.
3rd

*Thoroughbred Times*
“Racing Must Control the Discussion”
By Mark Simon
September 5, 2009
The writer’s authority on the topic shines through. The piece is punchy and powerful.

Honorable Mention

*The Blood-Horse*
“Plain and Simple”
By Evan Hammonds
July 11, 2009
There’s a lot of depressing stuff here and that’s meant in a good way. The writer doesn’t beat around the bush at all, just as the lead implies.

*Trot Magazine*
“No Holds Barred”
By Andrew Cohen
May 2009
Informed and concise. The reporting on this piece is exhaustive and the picture he paints of the industry, alarming.

Class 21
EVENT COVERAGE EDITORIAL CONTENT (PRINT)
(circulation under 20,000 - 30 entries)

1st

*The Chronicle of the Horse*
“Early Applause Lives Up to His Name in AHJF Hunter Classic Spectacular”
By Tricia Booker
February 27, 2009
This is well-written with strength and drama. It is the kind of story that carries the reader right along, and it makes you see and feel the action.

2nd

*The Chronicle of the Horse*
“Sapphire Finds Her Just Reward in the CN”
By Tricia Booker
September 25, 2009
An excellent story that gives the reader the sense of actually being there to see the action. Interviews with riders who explain why they did what they did really work, too. This is an excellent example of how such an event should be covered.

3rd

*Paint Horse Journal*
“Good Fences”
By Jessica Hein
May 2009
Excellent tale from the competitor’s standpoint of what it took to win. Lots of good comments by the competitor, too, about the cows, the competition and his mounts. All together, it is a good story well told.

Honorable Mention

*Hoof Beats Magazine*
“The Hambletonian: Mission Accomplished”
By Nicole Kraft
T. J. Burkett, Co-author
September 2009
This is a written story well. The writer obviously knows the subject of the story, and it shows. I cannot think of a thing to say to improve this except to keep writing such great stories.

*The Chronicle of the Horse*
“Rumba Reigns Supreme in $100,000 ASG Software Solutions/USHJA International Hunter Derby Finals”
By Tricia Booker and Mollie Bailey
September 4 2009
Great story related with lots of the drama of the event. Excellent comments from the rider, too. Good description of the course, the jumps and the horse. All in all, a top story by a talented writer and reporter. Both are necessary for a story like this.

Class 22
EVENT COVERAGE EDITORIAL CONTENT (PRINT)
(circulation 20,000 and over - 11 entries)

1st

*The Blood-Horse*
“Me-Oh Mine!”
By Steve Haskin
May 9, 2009
An excellent story with lots of detail. It is well written so it does not bog down. It covered the horse, the people, and the event.

2nd

*Barrel Horse News*
“Grand Slam for Duke at LG Pro Classic”
By Kenneth Springer
April 2009
A good combination of covering the event and the people involved. The emotion comes through as well as the results.

3rd

*USHJA In Stride*
“The International Hunter Derby Finals”
By Rachelle Wilhelm
October 2009
The story maintained the excitement of the event while getting all of the information into a well written article.
Class 23

PUBLICATION STAFF ADVERTISEMENT (PRINT)
(circulation under 10,000 - 14 entries)

1st
**NRHA Reiner**
“The Slide of Your Life”
Bucky Harris, Production Coordinator/Graphic Designer
October 2009
Excellent visual with photo, and great choice in style and color of type. Verbage is clear and not too wordy. Makes you want to join today.

2nd
**Canadian Arabian News**
“Cyty Heat”
Christina Weese, Graphic Design
Avalon Photography (Minnesota)
August 2009
Classy use of type style and design that creates an elegant image for an elegant horse. Love the ghosted newsprint background.

3rd
**The Florida Horse**
“Dig into Florida”
John D. Filer, Art Director
Summer Best, Writer
Patrick Vinzant, Writer
October 2009
Excellent use of space and verbage. Makes the reader want to move to Florida. Great visual with the photo.

Class 24

PUBLICATION STAFF ADVERTISEMENT (PRINT)
(circulation 10,000 and over - 16 entries)

1st
**The American Quarter Horse Journal**
“Working Capital”
Tim Archer, Designer
September 2009
Excellent use of color, style, photos and verbage. Many serif fonts have too thin stems that bleed into a reverse background. What you have works.

2nd
**Today’s Horse Trader**
“New Mexico State Fair”
Vicki Kerr Wemple, Graphic Designer
October 2009
A picture is worth a thousand words. Great use of fonts and space. Colors reflect Southwest location well.

3rd
**The American Quarter Horse Journal**
“Life is a Ride”
Tim Archer, Designer
January 2009
Great eye-catching photo. Nice usage of fonts and color. There is just enough verbage to intrigue.

Honorable Mention

**Cutting Horse Chatter**
“Mates Snap Shot”
Casceil McRae, Graphic Artist
July 2009
Nice action shot and background pattern and color. Good use of headline font.

**USHJA In Stride**
“Witness History in the Making”
June 2009
Interesting and unique use of arcs. Effective verbage.

Class 25

CORPORATE/INDIVIDUAL ADVERTISEMENT (PRINT)
(12 entries)

1st
**Pfizer Animal Health**
“Equimax®”
Kristin Ruff, Marketing Manager
Kristy Badger, Account Supervisor
June 2009
Published in **USDF Connection**
Love this ad. It has everything. A story. A sense of still drama that is pulled together with a perfect contrast of color and message.

2nd
**Land O’ Lakes Purina Mills**
“Expect to Fly - Candice King for Ultium®”
Terry Lacey, Left Field Creative, Creative Director
Bill Shelton, Left Field Creative, Writer
Rob Echele, Land O’ Lakes Purina Feeds, Senior Marketing Manager
Published in **Practical Horseman**
June 2009
And you do fly off the ad. Great layout. The copy is easy to read reversed out and your eye goes right to the product.

3rd
**Pfizer Animal Health**
“Strongid® C 2X - English Version”
Kristin Ruff, Marketing Manager
Kristy Badger, Account Supervisor
July 2009
Published in **USDF Connection**
Strong layout. Clean and sophisticated.
Class 26
MAGAZINE COVER PAGE (PRINT)
(circulation under 10,000 - 22 entries)

1st
The American Quarter Horse Racing Journal
(merged with The American Quarter Horse Journal)
“Seeking Safety”
Justin Foster, Designer
Dan Dry, Photographer
April 2009
Emotional cover with eye-catching color makes this a winner. Photo really exemplifies “Seeking Safety.” Perfect placement of cover blurb including choosing to center lines instead of flushing them.

2nd
Professional Farrier
“Volume 7 / Number 6”
April Raine, Art Director/Photographer
December 2009
Beautiful photo, nicely lit with lots of negative space makes this cover unique. Breathtakingly simple without cover lines piques your interest. Asymmetrical image adds to the mystic of the cover. Reader definitely is intrigued to open the magazine to learn more.

3rd
NRHA Reiner
“Lyle Lovett on Reining”
Bucky Harris, Production Coordinator and Graphic Designer
Kathy Swan, Executive Editor
Carol Trimmer, Sr. Director of Publications
November 2009
Crisp action photo with beautiful partial silhouetting over nameplate is one reason this cover a winner. Other reasons—perfect sizing of cover photo; good placement and size of cover line; and strong nameplate with a great color choice.

Honorable Mention

Canadian Arabian News
“Major Jamaal”
Christina Weese, Graphic Design
April Visel, Photography
January 2009
Dramatic cover. Good execution and decision to make an ordinary photo cover-worthy by changing the background. Art director was successful in changing the original plain blue sky into a dramatic sky background. Elegant typography for cover blurb. Overall a beautiful cover.

The American Quarter Horse Racing Journal
(merged with The American Quarter Horse Journal)
“440 and a Cloud of Dust”
Justin Foster, Designer
Richard Chamberlain, Photographer
December 2009
Elegant cover. Clearly the art director and editor work together to make the cover blurb really reflect the cover image. Nice subdued color choices.

Class 27
MAGAZINE COVER PAGE (PRINT)
(circulation 10,000 to 20,000 - 14 entries)

1st
Trot Magazine
“Most Wanted: GT’s Graig”
Paulina Perzynska, Graphic Designer
Kimberly Fisher, Associate Editor
Ryan Sigesmund, Photographer
November 2009
This is a very well-designed cover with an equally well-designed masthead. The choice of type for the cover blurbs don’t intrude on the photo and the information at the bottom of the page, while small, is easy to read.

2nd
The Cowboy Way
“Fall 2009 Cover”
Bill Reynolds, Editor
Robin Ireland, Art Director
Myron Beck Photographer
Nice photo and well-designed masthead make this understated cover work. The cover blurbs don’t intrude on the photo and the information at the bottom of the page, while small, is easy to read.

3rd
Western Lifestyle Retailer
“Out West”
Wade Livingston, Photographer
Angela Antononi, Designer
Spring 2009
Good photo and clean, easy-to-read cover blurbs make this a successful cover. Like the color tie-in of the masthead with the photo.
Class 28
MAGAZINE COVER PAGE (PRINT)
(circulation over 20,000 - 18 entries)

1st
The American Quarter Horse Journal
“Whizmo – Stallion Issue”
Terry Stidger, Designer
Tonya Ratliff-Garrison, Photographer
December 2009
This designer took a striking photograph and cropped it to work with a minimum amount of elements. The photo, masthead and black box balance perfectly. Great color choices and simplicity make this a winner.

2nd
America’s Horse
“Hannah & Blue Jeans”
Justin Foster, Designer
Clint Swearingen, Designer
Sam Emerson/Disney Enterprises, Inc., Photographer
June 2009
This is a striking, bold cover...simple but effective. There is just enough color to make a point. The background colors are effective allowing the smaller elements to pop. Interesting way of incorporating the photograph.

3rd
The American Quarter Horse Journal
“Building Clones”
Justin Foster, Designer
Justin McBride, Illustrator
February 2009
This entry is a very interesting concept cover. Great color and composition. The horses repeated in the background make a strong graphic pattern that tie into the cover blurb. The masthead, while on a busy background, is still very readable.

Honorable Mention
Western Horseman Magazine
“Baxter Black”
Ron Bonge, Designer
Gene Peach, Photographer
September 2009
Great photo with good, strong typeface for the masthead. The blurb over it works well.

Western Horseman Magazine
“Chris Littlefield”
Ron Bonge, Designer
Ross Hecox, Photographer
February 2009
This is a very effective cover. The horse and rider look like they are coming right out of the page. The strong masthead is still readable even though it is covered by the rider. The color choices bring the elements together.

Class 29
TABLOID/NEWSPAPER COVER PAGE (PRINT)
(9 entries)

1st
Horsemen’s Yankee Pedlar
“John Lyons”
Angela Antononi, Art Director
October 2009
Excellent balance of text and photo cause the design to pop. Use of color ties the design together.

2nd
Quarter Horse News
“Riding in Style”
Deb Miller, Art Director
May 15, 2009
Using the photo to break the main box draws eye into design very well. Clean type allows the reader to quickly learn about the contents inside.
Class 30
EDITORIAL DESIGN (PRINT)
circulation under 10,000 - 12 entries

1st
The Florida Horse
“On the Right Track?”
John D. Filer, Art Director
November 2009
This designer opens with a graphically exciting spread and then leads you to very well-designed and thoughtfully illustrated information. Type is clean and flows with well-placed call-outs to add to the interest. Charts are clear with appropriate graphic elements. Very impressive entry.

2nd
The Florida Horse
“To Stitch or Not to Stitch”
John D. Filer, Art Director
October 2009
This is very well-designed and thoughtfully executed. The strong image on the opening spread pulls you into the pages. The design elements carry through the pages. The choice of color expresses the subject matter and the typefaces work together to make the information easy to follow.

3rd
The Florida Horse
“Road Warrior”
John D. Filer, Art Director
February 2009
This entry is a good, straightforward layout. Very good graphic headline with the road theme carried through the pages. The call-out breaks up the body copy nicely and the sidebar on the third page balances well with the photo and caption.

Class 31
EDITORIAL DESIGN (PRINT)
circulation 10,000 to 20,000 - 32 entries

1st
Paint Horse Journal
“Simply Awesome”
Kelly Wise, Designer
August 2009
The headline “Simply Awesome” not only describes the article but also the layout. Simple, but elegant without gimmicks. Beautiful typography and photography attract the reader to this opening spread. Following spreads are simple yet effective. Vignette photos and sidebar with matching color palette are the details that make this layout stand out.

2nd
Paint Horse Journal
“Mind Games”
Susan Sampson, Designer
Abigail Wilder, Photographer
June 2009
Strong bold layout. Headline typography with baseline adjustments reflects movement and patterns which is perfect for this article. Great opening photograph with superimposed equitation patterns immediately depicts subject matter. Great visuals for this article. Following spreads are held together with the same pattern screened in the background.

3rd
Trot Magazine
“Outdated: Is Black Type Leaving Buyers in the Dark?”
Paulina Perzynska, Graphic Designer
August 2009
A standout among the rest. Very creative solution using just typography and good spatial relationships. Great use of white space and negative space with a surprise addition of a hot pink accent.

Honorable Mention
Paint Horse Journal
“Change for the Better”
Kelly Wise, Designer
Jessica Hein, Photographer
July 2009
Beautiful headline typography makes this entry stand out. The superimposed title reinforces the superimposed rider within the photograph. Following spreads are clean and orderly and inviting to read. Great pacing throughout whole article.

Paint Horse Journal
“Smart Choices”
Kelly Wise, Designer
Jessica Hein, Photographer
September 2009
Beautiful photograph with professional vignette and creative typography makes this a strong entry. Clock image replacing the “o” in Choices is used as a graphic circle in the rest of the article. Very effective in holding the article together visually. Nice attention to detail such as drop shadows and photo placement throughout article to move reader from one step to another. Good movement and flow.

Class 32
EDITORIAL DESIGN (PRINT)
circulation over 20,000 - 22 entries

1st
EQUUS
“The Great Epizootic of 1872”
Celia Strain, Art Director
August 2009
From beginning to end this editorial design has such an elegant, century old flair. This is where the “too many fonts” rule goes right out the window and multiple fonts are a necessity to keep with the look of the times…but it has to be handled well and the designer handled it perfectly. The illustrations, the map and the hairline rules pulling everything together all combine to create this award winning editorial design.
2nd
*America’s Horse*
“The Day the Ranch Disappeared”
Justin Foster, Designer
December 2009
The typographic design and photo choice on the introductory double page spread of this editorial take my breath away. The smoke engulfing the type as if it were part of the fire subject of the photo is impressive and powerful. The layout of the following pages is simple and clean, not to distract from the well-chosen photos showing the depths of devastation on this fateful day.

3rd
*America’s Horse*
“America’s Horse in Art”
Clint Swearingen, Designer
September 2009
The excellent artwork that is the subject of this story is enhanced by the editorial design choices. Simplicity in color choice, graceful typographic treatments and breathing space all lend themselves to the visual success of this design.

Honorable Mention
*EQUUS*
“What Liniments Can Do”
Celia Strain, Art Director
March 2009
This overall editorial design is clean and tight. The photo treatments on the introductory double page spread are very interesting.

*Keeneland Magazine*
“State of the Art”
Suzanne Dorman, Creative Director
Spring 2009
The things that really draw you to this editorial design are the treatments of the typography and the placement of the artist’s photos. The artist’s work is naturally beautiful and the designer has done everything right to complement that. The choice and use of the artist’s headshots make everything more interesting and personal.

Class 33
**ONE PAGE OR TWO-PAGE SPREAD EDITORIAL DESIGN (PRINT)** (17 entries)

1st
*The Florida Horse*
“Flying High”
John D. Filer, Art Director
Pam DiOrio, Photographer
March 2009
Excellent photo choice draws eye into the action. Well placed text balances the negative space in photograph and is easy to read. Very clean and vivid.

2nd
*The American Quarter Horse Journal*
“Worth a Thousand Words”
Justin Foster, Designer
October 2009
Excellent use of photographs to balance the design and break up text for even flow. Good choice of font and photo subjects creates a well done design.

3rd
*Western Horse UK*
“Sharp Shooter”
James English, Designer
Lisa Cawte-Baker, Photographer
Spring 2009
Main photo with cutout technique drive design. Film strip effect well balances large body of text on second page.

Honorable Mention
*The Cowboy Way*
“Mission Statement”
Robin Ireland, Art Director
Myron Beck, Photographer
Fall 2009
Compelling photograph used in excellent double truck. Great color and text placement don’t distract the eye from the photo but remain readable.

*The Florida Horse*
“So ‘Macho’–Even in Defeat”
John D. Filer, Art Director
October 2009
Interesting use of photo. Fading on left helps text to pop.

Class 34
**EVENT COVERAGE DESIGN (PRINT)** (11 entries)

1st
*Horse & Rider*
“A Truly Unbridled Event”
Adam Purvis, Art Director
March 2009
This editorial layout is simply a work of art. The pictorial design with the panoramic photos running across the double truck on all pages make it cohesive and gives the eye direction. The treatment of the typography is noncompetitive and classic. It is truly a winner.

2nd
*Hoof Beats Magazine*
“The Hambletonian: Mission Accomplished”
Gena Gallagher, Art Director
September 2009
Massive, is the word to use to describe the amount of information that the designer had to work with to create this layout. The job has been beautifully executed. From page one right through page twenty-three, the reader would never wonder if he had reached the end of the story because the flowing design elements are so strong. Color, photo placement and typographic treatments all have the same flavor from page to page. It is a breath of fresh air in a situation that could potentially be a disaster. Mission accomplished.

3rd
*Paint Horse Journal*
“A Day in the Life”
Jim West, Designer
February 2009
This editorial design is great. When you look at the lead in headline you can feel an alarm clock going off and, as you glance through the pages, that same annoying alarm clock font lays out the manic schedule for you. The photos set up as randomly arranged Polaroids give the feeling that time is of the essence. The designer visually presented the point of the story with style.
Photography

Class 35
OPEN EDITORIAL ACTION PHOTOGRAPH (PRINT OR ELECTRONIC)
(21 entries)

1st
The Chronicle of the Horse
“Mixed Up”
Tod Marks, Photographer
December 11, 2009
Excellent job of depicting motion: horses’ muscles, flying manes; falling hay.

2nd
Trot Magazine
“Xtreme Horsepower”
Brian Acton, Photographer
April 2009
Photo captures sense of motion through good use of blur.

3rd
NRHA Reiner
“Test of the Best”
John Brasseaux, Photographer
August 2009
Good action—several elements in action work.

Honorable Mention
Hoof Beats Magazine
“Dashing Through the Snow”
Mark Hall, Photographer
December 2009
Liked use of fence to frame action.

Class 36
OPEN EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH (PRINT OR ELECTRONIC)
(5 entries)

1st
Living Cowboy Ethics
renamed The Cowboy Way
“Part of His String”
Adam Jahiel, Photographer
Summer 2009
Old West feel with use of black and white, wide-open space, cowboys’ clothing; horse being led away adds mystery; great angle.

2nd
Hoof Beats Magazine
“A Special Bond”
Mark Hall, Photographer
October 2009
Good portrait of the pair; liked close-up detail of horse; captured affectionate moment.

Class 37
OPEN EDITORIAL STILL PHOTOGRAPH (PRINT OR ELECTRONIC)
(19 entries)

1st
Western Horseman Magazine
“Harnessing Horse-Power”
Ross Hecox, Photographer
March 2009
Excellent composition; cloud formation ties elements together; illustrates story.

2nd
The Blood-Horse
“Fall Forward”
Anne M. Eberhardt, Photographer
October 31, 2009
Nice color, composition, liked colors matching between trees and horse and rider.

3rd
Dusty Perin
“Working into the Night”
Published in American Farriers Journal
November 2009
Has old-time feel; excellent use of light to illustrate story.

Honorable Mention
Western Horseman Magazine
“Subtle Styles in Silver”
Ross Hecox, Photographer
March 2009
Good use of light brings out detail in boot and spur.

Western Horse UK
“Team GBR Make FEI History”
Nathan Haynes, Photographer
November/December 2009
Intriguing; everyone, including horse, is looking off frame. Various colors add interest.
Class 38
OPEN ILLUSTRATION (PRINT OR ELECTRONIC)
(9 entries)

1st
Washington Thoroughbred
“Tomorrow’s Another Day”
Don Crook, Artist
September 2009
“A picture is truly worth a thousand words” is all you think of when you first see this entry. The artist has captured the emotion of the moment so tenderly. His technique is masterful. This illustration surely belongs in first place.

2nd
Paint Horse Journal
“Short Horse”
Dave Clowers, Illustrator
July 2009
Truly enthralled with this artist’s style. Every element of the illustration is a riot from the teeth, to the flowered cuffs, to the tiptoe hooves, to the body curves. The artist tells this comic tale in a humorous instant.

NO Class 39

Class 40
EQUINE-RELATED SHOW OR EVENT PROGRAM (PRINT)
(4 entries)

1st
NRHA Reiner
“2009 NRHA Futurity & Adequan® North America Affiliate Championship Show Program”
Kathy Swan, Executive Editor
Carol Trimmer, Sr. Director of Publications
Jana Thomason, Editorial Coordinator and Graphic Designer
November/December 2009
One hefty program here. The banner at the top helps differentiate editorial content from advertising.

Class 41
EQUINE-RELATED SPECIAL ISSUE PUBLICATION (PRINT)
(8 entries)

1st
Western Lifestyle Retailer
Jodi Hendrickson, Publisher
Celestia Loeffler, Managing Editor
Spring 2009
So much to like about this publication from the consumer magazine-type cover to the helpful directories in back and the aesthetically pleasing designs in between. Gorgeous full-color photography and attention to detail with the layouts set this apart from the competitors.

2nd
Center for Equine Health
“Equine Sanctuary & Rescue Facility Guidelines”
Dr. Gregory Ferraro, Director, CEH
Dr. Carolyn Stull, Veterinarian
Barbara Meierhenry, Senior Editor
August 2009
Minimalist design is clean and simple. The information is accessible because of its crisp presentation.

Class 42
EQUINE-RELATED BOOK - TEXT (PRINT)
(8 entries)

1st
Storey Publishing
“Horse Crazy”
By Jessie Haas
Copyright 2009
This book is a “must-have” for all young horse-lovers. Tons of great information, fun ideas and even career advice for the young horse enthusiast. Everything about the book accurately assessed and met the needs and style of the young audience it was designed to reach. Incredibly fun and educational at the same time. It definitely belongs on a gift-list for the horse-crazy youngsters in your life.

2nd
Storey Publishing
“Equine Fitness”
By Jec Aristotle Ballou
Copyright 2009
This was another great book that easily worked its way into the top tier of books in this class. It is very interesting and useful and very well written. Liked the casual voice used in the tone of the writing and the way things just flowed together. Very helpful to all disciplines of riders and a very interesting read of what could have been very dry material.

Class 43
EQUINE-RELATED BOOK - PICTORIAL (PRINT)
(7 entries)

1st
Eclipse Press
“Horses in Living Color”
Barbara D. Livingston, Photographer/Author
Jacqueline Duke, Editor
2nd

Tracy Gantz
“75th Anniversary Santa Anita Park 1934-2009”
Copyright 2009
Love the book. Mixing the old and the new photos gives such great interest and history to the book.

Class 44
EQUINE-RELATED 2009 CALENDAR (PRINT)
(2 entries)

1st
Western Horseman Magazine
“2009 Cowboy Calendar”
Ron Bonge, Designer
Compelling photographs and theme. Enjoyable design that incorporates illustration and secondary photos smoothly. Very inventive.

Class 45
ONLINE NEWS REPORTING: NEWS BREAKING STORY
(6 entries)

1st
Chronofhorse.com
“Shocking Vote Legalizes Bute In FEI Competition”
By Pippa Cuckson
November 20, 2009
Packs a lot of drama and emotion. Sets the stage for the big surprise; points out the contradiction with the “clean sport” vote. Clearly shows a split in the FEI. Feels like you were there at the meeting.

2nd
Lisa Kemp
“Chicago Carriage Horse Care Series”
Published on TheHorse.com
February 11, March 19, April 10, May 4, May 26, June 20, August 20, and September 28, 2009
Reporter did a good job of getting all sides to this story and keeping up with the daily developments.

Class 46
ONLINE NEWS REPORTING: RELATED FEATURE STORY
(8 entries)

1st
EquiSearch.com
“On the Rail: Doping or Medication”
By Nancy Jaffer
August 18, 2009
Great story on an important topic. Well written, clear and balanced. A great use of online media.

2nd
TheHorse.com
“Horse Genome Publication Key to Enhanced Research, Understanding”
By Christa Lesté-Lasserre
News Editor: Erin Ryder
November 22, 2009
The story brings a technical topic to a wider audience. Well written and clear.

Class 47
ONLINE SERVICE TO THE READER ARTICLE
(4 entries)

1st
EquiSearch.com
“Defeat the Enemy: Fly Control Options for Horse and Barn”
By Alana Harrison
April 25, 2009
Very nice use of imagery comparing the battle against flies to war. Tightly written. Excellent article on an important equine health topic.

Classes 48/49
EQUINE-RELATED WEB SITE
(8 entries)

1st
EquiSearch.com
Kate W. Lindon, Content Manager
www.equisearch.com
The use of a rotating centerpiece to encourage readers who may just be scanning, rather than looking for specific information, is a strong element. Rolling blog entries offer another solid feature, allowing readers to keep on top of the latest tidbits of information. Categorized navigation with collections of articles after jumps give the site a sense of depth, rather than just breadth. Very solid site.

2nd
Chronofhorse.com
Erin Bush, Web Director
Sara Lieser, Senior New Media Editor
www.chronofhorse.com
The clean, magazine-page feel to this site, doesn’t burden readers with information overload. Jump pages are nicely presented. This site’s strength is the simplicity of its visual appeal.

NO CLASS 50
Class 51
ONLINE EQUINE-RELATED NEWSLETTER (ELECTRONIC)
(7 entries)

1st
QuarterHorseNews.com
“QHN Insider”
Teri Lee, Managing Editor
October 5 and October 12, 2009
Like the look and feel of the QHN Insider. It was very attractive and had such a professional, attractive look...something that is too often overlooked in online publications. While the design had a very traditional print-piece look and feel, you also took common sense approaches to maximize the online resources this medium provides. The writing in the newsletter was great as well. A fabulous resource well worth the read.

2nd
America’s Horse Daily
AQHA Publications Staff
September 29 and October 12, 2009
This newsletter actually had some content in it for the reader instead of just being a list of links for them to check out. You emphasized the photos and used a nice viewing mechanism with them.

Class 52
ONLINE EQUINE-RELATED BLOG
(14 entries)

1st
USHJA.org
“USHJA Hunter Derby Finals Blog”
August 2009
Jeannie Blancq Putney, Blogger
Excellent classic blog with the writer’s observations taking center stage and a good balance of photos.

2nd
TheHorse.com
“Weird Horse News”
Erin Ryder, Blogger
January 15, March 24, June 12, 2009
Excellent stories for a blog and nice use of links to direct readers who want more details. Just the right amount of snark.

3rd
Chronofhorse.com
“Lauren Sprieser Blog”
Lauren Sprieser, Blogger
June 11, June 17, November 26, 2009
Clever, varied writing style hits just the right tone for a blog. Nice balance of personal stories with information.

Class 53
ONLINE EQUINE-RELATED VIDEO
(11 entries)

1st
ustrotting.com
“A Day in the Life of Jody Jamieson, Parts 1,2,3”
Rich Johnston, Multimedia Coordinator
T.J. Burkett, Managing Editor
December 2009
Excellent mix of sound effects with dialogue and tight and long shots. Despite overall length, video was captivating because of its honest portrayal of Jamieson.

2nd
BloodHorse.com
“Durkin: Calling Triple Crown History”
Alex Cutadean, Video Production
Suzanne Dorman, Creative Director
Steve Haskin, National Correspondent
May 27, 2009
Incredibly expressive interview subject. Excellent insight into the thinking behind classic calls and a unique topic overall.

3rd
ustrotting.com
“Eye on Harness Racing”
Rich Johnston, Multimedia Coordinator
John Pawlak, Marketing Director
August 13, 2009
Video work is excellent, mixing in race shots, crowd shots and interviews.

Class 54
ONLINE EQUINE-RELATED ADVERTISEMENT (STILL OR ANIMATED)
(8 entries)

1st
Pfizer Animal Health
“PreventiCare”
Kristin Ruff, Marketing Manager
Kristy Badger, Account Supervisor
June 2009
Published on Equine.com
A nicely designed piece–eye catching.

2nd
Pfizer Animal Health
“Deworming”
Kristin Ruff, Marketing Manager
Kristy Badger, Account Supervisor
July 2009
Published on EquiSearch.com
Clever verbage on a strong layout.
**Special Award**

Class 55
MERAL HUMAN-ANIMAL BOND AWARD
(17 entries)

Winner
Catherine Madera
“A Hero’s Work”
Published in *The Northwest Horse Source*
July 2009

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**General Excellence**

Class 56
TABLOID/NEWSPAPER
(6 entries)

Winner

*The Steeplechase Times*
Joe and Sean Clancy, Editor/Publisher
This is an excellent publication with stories that do a good job of covering the sport. You do have a challenge with all that goes on in your part of the horse world.

Honorable Mention

*The Equestrian News*
Paula Parisi, Editor/Art Director
Nancy Cole, Publisher
The newspaper certainly does a good job of covering horses and the horse world in Southern California. You do an excellent job that your readers should appreciate.

Class 57
ASSOCIATION MAGAZINE
(circulation under 15,000 - 10 entries)

Winner

*Trot Magazine*
Darryl Kaplan and Kimberly Fisher, Editors
Susan Longley and Paulina Perzynska, Art Directors
Standardbred Canada, Publisher
Interesting cover photography really grabs the reader’s attention. Intriguing layout and design. Mix of art elements with stellar photography throughout. This magazine is a joy to read.

Honorable Mention

*Professional Farrier*
Danvers Child, Editor
April Raine, Art Director
American Farriers Association, Publisher
The cover photography is outstanding and engaging. Good mix of how-to articles, features and news. A beautiful magazine to hold and read. A real service to the farrier profession.

Class 58
ASSOCIATION MAGAZINE
(circulation 15,000 and over - 6 entries)

Winner

*Living Cowboy Ethics*  
(renamed *The Cowboy Way*)
Bill Reynolds, Editor
Robin Ireland, Art Director
GB Oliver, The Paragon Foundation, Publisher
Outstanding cover photography. You immediately get a sense of the purpose of this magazine from first glance at its covers. Innovative yet elegant layout and design. Beautiful writing and outstanding photography throughout. This publication meets its mission with style and passion.

Honorable Mention

*USDF Connection*
Jennifer O. Bryant, Editor
Emily Koenig and Sara Hoffman, Art Directors
United States Dressage Foundation, Publisher
Fantastic design throughout. Good use of photography. Nice mix of how-to articles, features and new products. A must-have for any dressage rider.

Class 59
STATE OR REGIONAL PUBLICATION (ANY FORMAT)
(6 entries)

Winner

*The Florida Horse*
Michael Compton, Editor
John D. Filer, Art Director
Florida Equine Publications, Publisher
Meets its mission with style and class. Publication offers gorgeous photography and excellent writing. Profiles of industry leaders invite the reader into the Florida horse world.
Honorable Mention

*The Northwest Horse Source*
Deb Taber, Editor
Randy Bourland, Art Director
Karen Pickering, Publisher
The gorgeous covers beg the reader to open up and read more about horses in the Northwest. Love the barn cover. A great mix of feature articles and how-to stories.

Class 60
SELF-SUPPORTED MAGAZINE
(circulation under 15,000 - 5 entries)

Winner

*The Chronicle of the Horse*
Tricia Booker, Editor
Vistan Corporation, Publisher
Solid publication, true to its mission. Great articles–good use of photography.

Honorable Mention

*Western Horse UK*
Tally Wade, Editor/Publisher
James English, Art Director
Great covers, easy to read. Follows mission to promote and unite the UK western equine community. Nice use of photography.

Class 61
SELF-SUPPORTED MAGAZINE
(circulation 15,000 and over - 11 entries)

Winner

*Trail Blazer Magazine*
Roberta J. Lieberman, Editor
Keith Tarjanyi, Art Director
Claire Bonet, Art Director
Susan E. Gibson, Publisher
First reaction to the magazine is “Wow, this makes a statement.” The magazine is informative, easy to navigate and chock full of well-written articles. Gorgeous layout and photography throughout. Magazine stays true to mission. A must-have publication for any trail rider.

Honorable Mention

*The Horse: Your Guide To Equine Health Care*
Kimberly S. Brown, Editor
Dana Kelley, Art Director
Blood-Horse Publications, Publisher
Fantastic publication that delivers real value to the reader. Great design. Sticks to its mission. Good mix of feature and how-to stories.

*Western Horseman Magazine*
A.J. Mangum, Editor
Ron Bonge, Art Director
Darrell Dodds, Publisher
Meets its mission with class. Brings ranch living alive and gives tips on ranching and all around better horsemanship for the Western rider. Good use of photography.

*Western Shooting Horse Magazine*
Ken Amorosano, Editor/Publisher
Robert Ray, Art Director
Gorgeous cover photography that makes you want to discover more about the sport. The magazine offers many how-to articles on shooting and training the horse in that sport.

**Overall Publication**

*Living Cowboy Ethics*
(renamed *The Cowboy Way*)

From cover to cover the design work in this publication is flawless. This is a shining example of when less is more. The understated, expert use of typography is a breath of fresh air. The photographic treatments are enhancing. Each section is flowing and cohesive. The entire design never once deviates from this publication’s statement of purpose. The staff that worked on this could write the book on designer guidelines.
Kathleen Barczak owns her own design business in Milwaukee, Wisconsin. In the past she was a creative director for Western Publishing and most recently she managed the Creative Department at GMR Marketing.

Greg Benenati is a staff photographer at the Arkansas Democrat-Gazette. Before moving to the Little Rock area, he and his wife, Katherine, lived in San Diego for five years, where he worked as a graphic artist. He has a bachelor’s degree in photojournalism from the Rochester Institute of Technology in New York.

Katherine Benenati is an assistant city editor for the Arkansas Democrat-Gazette. She has worked at the newspaper since 2004 serving first as a general assignment reporter and later covering the environment. Before moving to the natural state, she worked at 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 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. She recently won the Missouri Association of Publication’s Ranly Award for the Best Magazine Single Written Article, Business to Business, for publications with more than 25,000 circulation. 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.

James Carman has been managing editor since 1986 of The Wilson Quarterly, an award-winning magazine published by The Woodrow Wilson International Center for Scholars in Washington, D.C. In addition to writing numerous pieces for the WQ, he has also published essays in Adirondack Life, National Parks, and the Cornell Alumni News. He graduated from Cornell University in 1983 with a B.A. in English.

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 men’s wear 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. Al is now Design Director for Farm Progress Companies, publishing eighteen regional tabloids and three national magazines.

Steve Cornett was raised on a farm in Randall County, graduated from West Texas State University on the GI bill, working the farm and at the Amarillo Globe News. He began his career in Wichita as farm writer for the Wichita Eagle Beacon, to editor of the Kansas Farmer Stockman, and then returned to Canyon, Texas, when his dad died. He worked at Texas Cattle Feeders Association and farmed. He is editor emeritus of Farm Journal’s Beef Today and contributes a monthly column for Beef Today and contributes regular blogs to AgWeb.com from his ranch in Hall County, Texas.

Tom Curl is a media consultant with TLR Group LLC. He spent his college summers working on a ranch in the Texas Panhandle and began his professional career on the communications staff at Texas A&M after receiving a degree in Agricultural Journalism. He later served as Editorial Director of Progressive Farmer magazine, Managing Editor of Southern Living, and eventually Editor-in-Chief of the parent company, Southern Progress Corporation. In 1994, Tom joined Reiman Publications in Greendale, Wisconsin as Editor of Country and Country EXTRA magazines. He was the first Editor of Birds & Blooms magazine and later President & CEO of Reiman Publications, which at the time had 12 magazines with 16 million total circulation. Since 2004, he has been an industry consultant. He was on the board of directors of AllRecipes.com, a leading food-related web site. He currently is a board member for Dynamic Resources Group, which produces magazines, books and direct-marketed products related to the crafts industry.

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., Agrow 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.

Alyson Hoge has worked for the Arkansas Democrat-Gazette for 31 years, 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 thoroughbred mare, a rescued paint gelding and a mustang gelding adopted from the Bureau of Land Management. She lives with her husband David and son Michael near Little Rock.
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. She is 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.

Wes Ishmael began writing for livestock publications in 1983. He was editor of Limousin World magazine for several years, then Director of Advertising and Communications for the North American Limousin Foundation. In 1996 he founded Clear Point Communications and now operates the business with his wife, Sharla. Clear Point Communications provides editorial, communications services and consulting to a variety of clients in the livestock industry. Wes also writes three monthly columns related to the cattle business. He was named the Livestock Publication Council’s writer of the year in 2002.

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.

Candace Pollock is technical editor for the Section of Communications and Technology in the College of Food, Agricultural, and Environmental Sciences at Ohio State University. The university’s equine program is housed in this college. Candace holds a bachelor’s degree in Journalism and Biology and a master’s degree in Agricultural Communications. She is originally from Connecticut and has been an Ohio resident for nearly 10 years. She has been with Ohio State for half that time.

Sharon Reuter is a partner in a successful design firm, www.reuter.net, specializing in publication design. Sharon has 30 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 has been involved with horses all of her life, as a rider, owner, racing writer, and now as a volunteer with a pediatric hippotherapy school. Professionally, she works as a 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. She was for many years the author of The Hockey Scouting Report and has contributed as a freelancer to several magazines and newspapers. Her writing assignments included the summer meet at Saratoga Springs, New York, as well as many Triple Crown races and Breeders’ Cup events. A graduate of Rutgers University-Newark, she was inducted into the inaugural Randolph (N.J.) High School Hall of Fame. In March, she received a ceremonial proclamation from the State of New Jersey for her pioneering work in the radio booth as part of the observation of Women’s History Month. Among her prized possessions are photos taken of her with the great racehorses Secretariat and Zenyatta.

Jennifer Rowe is an Associate Professor at Missouri School of Journalism. Since fall of 1998, Jennifer has taught seven different magazine classes, ranging from design and editing to writing in the areas of lifestyle and service journalism. She also regularly serves as editorial director of Vox, an award-winning weekly city magazine for Columbia. In 2004 she was a recipient of the Provost’s Outstanding Junior Faculty Teaching Award and in 2009 was a recipient of the William T. Kemper Fellowship for Teaching Excellent at MU. Jennifer has had freelance articles in Elle, Real Simple and Westways magazines, among others. A speaker at a variety of conferences and workshops across the country, she has also presented at the FOLIO: show in both New York City and Chicago.

David B. Simon has more than 10 years of experience in editing and writing. He is currently managing editor for news and opinion for the Montgomery County editions of The Gazette, a weekly newspaper in Maryland with a circulation of roughly 300,000. David has been a reporter and editor at newspapers in Frederick, Westminster, Maryland and Queens, New York, and has taught undergraduate journalism at American University and Hood College. Prior to joining The Gazette, he served as a communications specialist with the nonprofit Henry M. Jackson Foundation for the Advancement of Military Medicine in Rockville, Maryland. He 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 is Business and Marketing editor for Farm Journal Media, with most writing for Top Producer and AgWeb. She has been a writer and editor in business, economics and marketing for most of her career, although in 2000-2001, she joined Norman Borlaug University, where she was director of communications and developer of online learning modules for the food and agriculture value chain. She has a free-lance writing, editing and proofreading business which has led her into many other industries, including in the veterinary medicine, human medicine and health care, and the humanities. Linda has won numerous writing awards from the American Agricultural Editors Association and National Association of Agricultural Journalists. Raised in Bucks County, she owned several Thoroughbreds in the past, which she foxhunted and trained in dressage. She has served as executive director of Centered Riding and Public Relations Manager and Director for Suburban Dog Training Club.

Pat Smith is managing editor of Global Journalist magazine, which is published at the Missouri School of Journalism. In her 30 years as a journalist, she has worked on newspapers, magazines, specialized and online publications and has taught at the college level for 17 years. Pat has also served as a consultant for specialized communication projects that include publication design, writing, editing and planning for businesses and non-profit organizations.

Joan Tantillo, a natural born artist, has been a graphic designer for 37 years. She started out in New York City as public relations artist at Western Electric’s corporate headquarters and was a student of the School of Visual Arts. She moved to the Boston area in 1973 and worked as a designer and production artist for various companies. For over a decade she was the Art Director of the Eastern/Western Quarter Horse Journal, Hometown Magazine and EJ Graphics. Joni did a stint as a freelance artist and eventually set down roots with her own design company, D & J Associates.

“Designing is in my blood. I never see anything for what it is but what it could be…if I don’t lay down a good design for a few days I start having visually charged dreams…like a volcano ready to erupt.”

Lisa Wysocky is an equine clinician and motivational speaker who consults with therapeutic riding programs. With degrees in animal science and journalism, Lisa is a former newspaper reporter who now writes and edits books. She is the co-author of Front of the Class, which has aired as a Hallmark Hall of Fame television movie on CBS. Her book and DVD, My Horse, My Partner: Teamwork on the Ground help horse and human partners bond through knowledge of equine behavior, traditional ground training and desensitization. Lisa combines horses and country music in her book Horse Country: A Celebration of Country Music and the Love of Horses. She is a registered level NARHA (North American Riding for the Handicapped) instructor, and was recently chosen as one of the country’s top riding instructors by ARIA (American Riding Instructor’s Association). As a clinician, she helps horses and humans connect, and helps people understand the “whys” behind equine behavior. She also tours with clinician Sam Powell and The Power of a Whisper Educational Tour where she and Sam contrast two schools of thought in reaching the same goal: true horse/human partnership. Learn more at www.LisaWysocky.com and www.PowerofaWhisper.com.