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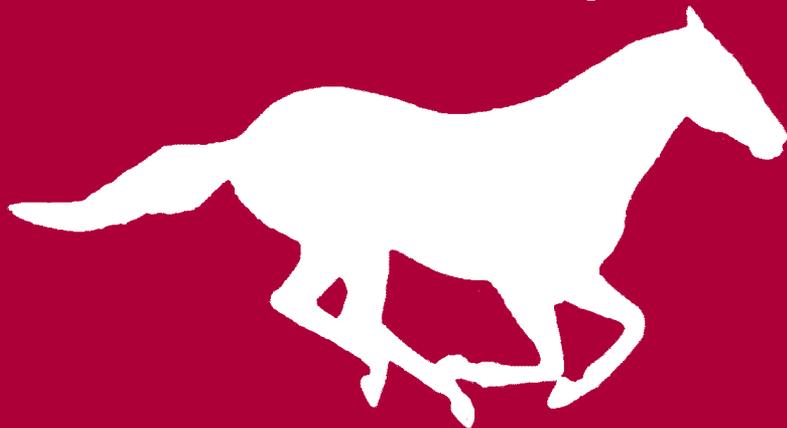
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Mid-Atlantic Thoroughbred

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Catch the Spirit



2002
ANNUAL AWARDS

For material published in 2001

Awards Banquet & Presentations
June 22, 2002 ★ Park City, Utah



*Congratulations to all
participants of the 2002 AAEP
Annual Awards Competition.*





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EDITORIAL CONTENT

Class 1—News Reporting

(56 entries)

1st

EQUINE & BOVINE JOURNAL

“Report Of The First International Conference Of Laminitis And Diseases Of The Foot”

By Dr. Rebecca M. Gimenez

March 2001

An excellent graphic report on Laminitis, a disease which has baffled veterinarians for years. This is must reading for anyone who owns or cares for a horse.

2nd

THOROUGHBRED TIMES

“Point And Match”

By Michele MacDonald

June 16, 2001

An incisive story of a memorable running of the 2001 Belmont Stakes. Inclusion of Point Given’s harrowing experiences before the race adds to the telling of the result.

3rd

THE BACKSTRETCH

“Poison In The Pasture”

By Denise Steffanus

July/August 2001

An expertly written overall picture of the devastating experience in Kentucky’s concentrated Thoroughbred breeding region. The writer includes the “domino” effect throughout the racing industry in the wake of the mysterious disease affecting mares and foals.

Honorable Mention

THE CHRONICLE OF THE HORSE

“Al Skywalker Upsets In Carolina Cup”

By Nicole Lever

April 13, 2001

This story on the Carolina Cup is well told and well organized. Obviously, the writer worked diligently on obtaining pertinent details about the

horse, rider, trainer and owner, plus adding a good description of the race.

THOROUGHBRED TIMES

“Dubai World Cup Coverage”

By Michele MacDonald

March 31, 2001

A lively account of Captain Steve’s victory in the 2001 Dubai World Cup. Meaningful quotes help make the story easy to read.

Class 2—Instructional Single Article

(34 entries)

1st

DRESSAGE TODAY

“Dressage For Humans”

By Anne Millman

June 2001

This outstanding article had a superb blend of perspective/philosophy and specific instruction. The exercises were well explained in terms of what, how and why. The effects on one’s horsemanship were clear and made perfect sense.

2nd

PAINT HORSE JOURNAL

“Get Pushy”

By Ross Hecox

November 2001

All too often, articles featuring top-flight trainers become just that—features—rather than instructional to the reader. This article was an exception. I learned all I was looking to learn without having to get side tracked by the trainer’s story.

3rd

HORSE & RIDER

“Rule The Rundown”

By Garth Brown

with Jennifer J. Denison

July 2001

This is a great instructional article. The text is clear and concise; the photographs reinforce the text very well. Overall, the effect is a clear and easy to follow training lesson.

Honorable Mention

PRACTICAL HORSEMAN

“Independent Eyes”

By Kip Goldreyer and Mandy Lorraine
March 2001

This article provides tremendously detailed instruction. The diagrams were very helpful.

QUARTER HORSE NEWS

“Clear Line Of Horse Communication”

By Katie Tims
April 30, 2001

This is a very clearly written article. The concepts and instructions are easy to follow and understand.

Class 3—Instructional Series

(9 entries)

1st

HORSE & RIDER

“Head-To-Toe Horsemanship”

By Sue M. Copeland
February through December 2001

Great introduction to the series. You set up the purpose and structure well. Boxed recurring refocus paragraph at the end of each article keeps us focused on your purpose and helps tie the articles together. The visual aids are superb, visually pleasing and perfectly complementary to the text.

2nd

AMERICA'S HORSE

“Starting Colts”

By Joe Wolter
March/April through
November/December 2001

This was a really informative series. The articles built very cleanly and clearly upon what preceded each one.

Class 4—Horse Care

circulation under 15,000
(6 entries)

1st

USCTA NEWS

“Battling Summer Bugs: A Complete Arsenal”

By Amy J. Daum
May/June 2001

This article is a well-written, thorough assessment of a major annoyance for both horses and horse owners. I appreciated the author assessing the risks posed by various insects up front, making a good case to read further.

2nd

NATURAL HORSE

“Case Histories: Repairing Richie - Successful Colic Collaboration”

By Susan Rifkin Ajamian
December 2001

Great, first-person lead to draw the reader into an article on an issue that could be too technical or boring for many readers. Excellent description of colic problems and how the author dealt with them.

Class 5—Horse Care

circulation 15,000 and over
(30 entries)

1st

PAINT HORSE JOURNAL

“Open Wide”

By Tracy Gantz
July 2001

Writing is superb and sharp. Loved the opening paragraphs. Good explanations of why teeth hurt without getting too technical. The author did a nice job of profiling Stubbs while giving the reader information to take home.

Class 6—Service To The Reader

(48 entries)

1st

HORSE & RIDER

“Bit-ology”

By Sue M. Copeland

June and July 2001

Excellent education on an important but often not-well-understood matter. Problem solving takes the article that extra mile.

2nd

HORSE JOURNAL

“Compact Tractors: The Horseowner’s Sports Car”

By Liz Nutter

November 2001

Excellent help on a topic many horse people (women) don’t know much about. Comparison table and recommendations are very helpful.

3rd

EQUUS

“Building A Trustworthy Trail Horse”

By Christine Barakat

August 2001

Very useful article that covers the main difficulties met on the trail. I especially like the short-term and long-term approach to solutions.

Honorable Mention

PAINT HORSE JOURNAL

“Positively Perlino”

By Rebecca Overton

February 2001

Good explanation and illustration of genetic coloring—via both photos and drawings. Obvious that extra effort was put into this package. Engaging lead.

2nd

HORSE & RIDER

“Shape Up!”

By Barb Crabbe, DVM

April through June 2001

An excellent, comprehensive series on conditioning. The author does a great job of giving the reader an outline of when to begin training, and references to past articles for further information. Super job on explaining the physiology behind horse ability without being too technical. This was a terrific series that is beneficial to horse owners across a variety of performance groups.

3rd

EQUUS

“Triage For Turnout Injuries”

By Joanne Meszoly

June 2001

A very thorough article on turnout injuries. Good use of experts. Excellent information on what to look for and how to treat the injury. This is the kind of article horse owners should keep on file.

Honorable Mention

EQUUS

“The Skinny On Tapeworms”

By Laurie Bonner

April 2001

An interesting lead and description of the life of a tapeworm helps draw the reader into an article that could otherwise be boring and technical. Good use of experts throughout lends credence to the article. A solid, interesting and useful article.

THE HORSE

“Poisonous Plants”

By Marcia King

May 2001

A nice lead paragraph to a very important topic for horse owners. This article is thorough and well written. Overall, a solid, interesting article that readers could keep for future reference.

PRACTICAL HORSEMAN

“How To Be A Savvy Used-Trailer Shopper”

By Melissa Roddy

November 2001

Very solid information including specific guidelines.

Class 7—Personality Profile

circulation under 15,000

(35 entries)

1st

THE BACKSTRETCH

“Jose Amy”

By Bill Heller

May/June 2001

A solid profile of the subject and his crusade to ride again in New York. You painted a wonderful, well-balanced picture of his life and career by interviewing not only him, but several others—a huge bonus. You had a nice flow and rhythm to this piece.

2nd

THE BACKSTRETCH

“Duke Of Fluke?”

By Andy Plattner

January/February 2001

A wonderful intro to your article. That story told so much about your subject's character. You are a great storyteller.

3rd

THE BACKSTRETCH

“Mike Doyle”

By Gary McMillen

March/April 2001

You did such a nice job of painting a dynamic picture of the subject. You painted it with solid quotes, great observations and lots of research. It was refreshing to read about the subject's unique background and you held my attention throughout.

Honorable Mention

THE AMERICAN QUARTER HORSE RACING JOURNAL

“Swan Song”

By Jennifer K. Hancock

October 2001

Nice introduction, great flow. The article showed the complication and problems with the new position the subject has undertaken and put a good bit of her personality in there as well.

HOOF BEATS

“Gut Reaction”

By Nicole Kraft

June 2001

Overall, a wonderful profile. You dug deep with your subject, and your story benefited from that. Your beginning was solid. I like how you didn't use a quote until the 14th paragraph.

Class 8—Personality Profile

circulation 15,000 and over

(39 entries)

1st

THE BLOOD-HORSE

“The Baird Facts”

By Tom LaMarra

October 6, 2001

The lead and introduction are strong, and the story presents a full picture of the subject. His faults are explored, as are his strengths. That's a big plus for a personality profile. You told the best story, and that's why your story took first place.

2nd

THOROUGHBRED TIMES

“A Debt Of Remembrance”

By Laura Hillenbrand

February 24, 2001

You told Mr. Luther's story in a caring and professional manner. Using few words—the right ones—you told a story that could be enjoyed by any reader, whether they are familiar with horse racing or not.

3rd

COVERTSIDE

“Charles S. Whitehouse (1921-2001)”

By James L. Young, MFH

September 2001

This is an emotional piece that describes a close friend in good detail. The anecdotes are strong, and the writing is bold.

Honorable Mention

AMERICA'S HORSE

“Don't Fence Him In”

By Tom Persechino

November/December 2001

A fascinating young man to read about. It was a good, solid read punctuated by a good kicker quote.

Class 9—Feature Article

circulation under 15,000

(29 entries)

1st

HOOF BEATS

“A Living Legacy”

By Dean A. Hoffman

March 2001

Wonderfully written lead, which pulls the reader into the story, and good writing throughout. Even though we knew the ending (or one of the endings), the story still held surprises.

2nd

ARABIAN HORSE WORLD

“Tevis Diaries”

By Jamie Fend

October 2001

Anyone who can make me laugh out loud gets my vote. Thanks for taking us along with you on a wonderful ride of a story about a not-always-so-wonderful ride.

3rd

THE BACKSTRETCH

“Hail To The Chief”

By Debra Ginsburg

November/December 2001

This article about presidents and horses is extensively researched, highly informative and easy to read.

Honorable Mention

FAUQUIER TIMES DEMOCRAT

“Prosthetics Bring Hope, Possibility To Injured Horses”

By Betsy Parker

December 5, 2001

I really liked this story, which was well organized and visual. Nice lead, which grabs the readers' attention. Very good sense of narrative and use of quotes which pull the reader along.

Class 10—Feature Article

circulation 15,000 and over

(50 entries)

1st

EQUUS

“Grieving Undercover”

By Elizabeth B. Herman

June 2001

This story was truly a gem. The way the two stories were intertwined worked wonderfully. Your eye for detail and keen turns of phrase made this story even more memorable.

2nd

COVERTSIDE

“Tex Hunts England”

By Krispen Culbertson

July 2001

And all this time I thought foxhunting was stuffy. What a pleasant story to read. Your details were delightful. It was so funny I read it twice.

3rd

THOROUGHBRED TIMES

“The Man Who Loved Racing”

By Mary Simon

August 18, 2001

You take the reader back a century. What a fine tale you've spun.

Honorable Mention

HORSE & RIDER

“Fade To Black”

By Jennifer Forsberg Meyer

February 2001

It's great to learn more about the Black Stallion's author. You did a great job making the story more than just a run-of-the-mill anniversary story.

PAINT HORSE JOURNAL

“The Girls From Toad River”

By Rebecca Overton

December 2001

Wonderful lead. I can really picture just what the town looks like. Clean crisp writing.

Class 11—Personal Column

circulation under 15,000

(21 entries)

1st

THE BACKSTRETCH

“An Antley Story”

By Andy Plattner

March/April 2001

Nice job making large event relate to the personal—but you did not tip into the sentimental.

2nd

THE BACKSTRETCH

“History Lesson”

By Gary West

March/April 2001

It is nice to see a column that is about something. Overall, this is very good work.

3rd

THE HORSEMEN'S VOICE

“Learning To Ride”

By Nancy Gage

November 2001

Nice job. I appreciate your honesty.

Honorable Mention

HOOF BEATS

“There's Solid Gold In Those Amish Shafts—Somewhere”

By Stanley F. Bergstein

May 2001

This is a very nice column.

Class 12—Personal Column

circulation 15,000 and over

(34 entries)

1st

DRESSAGE TODAY

“Confessions Of A Dressage Husband”

By Brian McKeown

June 2001

Delightful, light-hearted look at the perils of horse-obsession. Great column and deserving of first place.

2nd

THOROUGHBRED TIMES

“The Lure Of The Track”

By Laura Hillenbrand

October 27, 2001

This was a very well considered explanation. I think you hit the nail on the head. It was personalized well, carefully explained, and it included a “surprise” ending.

3rd

THE AMERICAN QUARTER HORSE JOURNAL

“Tess”

By Jim Bret Campbell

August 2001

I liked this column a lot—including real history instead of just talking about something abstract—makes this column a “blue blood” of a piece.

Honorable Mention

THE CHRONICLE OF THE HORSE

“My Holiday Spirit Returns”

By John Strassburger

December 14, 2001

You are a man after my own heart. It is a nice reminder that Sears didn't create Christmas, with a nice tie-in to this year's struggle.

PRACTICAL HORSEMAN

“My Student”

By Kip Goldreyer

October 2001

Very wonderful column—I learned tons from you and your student.

Class 13—Editorial

(17 entries)

1st

THOROUGHBRED TIMES

“Ready Or Not, And We're Not Ready”

By John P. Sparkman

December 15, 2001

Took an arcane subject—artificial insemination, embryo transfers and cloning—and made them relevant to the current state of Thoroughbred breeding worldwide. An outstanding job of raising the conscious level on a matter that too many people don't take seriously.

2nd

EQUESTRIAN MAGAZINE

(formerly Horse Show Magazine)

“Will Jumpers Break With Tradition?”

By Nancy Jaffer

June 2001

The writer is clearly an enthusiast for the notion that show jumping needs to get the starch out of its shorts. Offers an idea, then strongly supports it. Lively, thoughtful writing that puts a positive spin on a non-traditional concept.

3rd

RIDING INSTRUCTOR

“Say What You Mean”

By Didi Arias

Summer 2001

A great personal story to illustrate a vital lesson. Made the point that instructors should be clear and concise and did the same with the article. Preached a valuable sermon without being “preachy.”

Honorable Mention

JOHN LYONS' PERFECT HORSE

“Earn A Second Date”

By John Lyons with Maureen Gallatin

February 2001

A highly readable and entertaining piece by a master horse trainer who is legendary for his “do unto your horses as you would have them do unto you” style. Horse owners, trainers, and competitors should place this column on their tack room door.

THOROUGHBRED TIMES

“Waiting For The Big Horse”

By Mark Simon

September 8, 2001

A well-crafted piece that tells the Thoroughbred racing community it needs to worry about the things it can fix—customer service and effective promotion—than the things it cannot influence (i.e., waiting for the next Secretariat).

ADVERTISING DESIGN

Class 14—Publication Staff Black & White Advertisement

(4 entries)

1st

CUTTING HORSE CHATTER

“Join Today!”

Designer: Mindy Harr

October 2001

This entry is living proof that a black and white ad can be effective and compelling. The solid black transition-to-photo special effect is nicely done and sets the tone for the ad text.

Class 15—Publication Staff Color Advertisement

circulation under 15,000

(31 entries)

1st

ARABIAN HORSE WORLD

“ZT Shakfantasy”

Designer: Melanie Gleason

Photographer: Gigi Grasso

June 2001

Gorgeous photography coupled with excellent type choice and placement make this entry a joy to behold. This ad really stands out from the crowd.

2nd

EQUINEWS

“Research And Grain”

Designer: Sheri Wood

Photographer: Jeff Rogers

January, April, July and October 2001

This ad is a stopper and would attract the attention of even a casual reader. A fine example of how great photography and simple design can work together to create a successful ad.

3rd

ARABIAN HORSE WORLD

“Rojo Arabians-Versace”

Designer: Patrick Walling

March 2001

Isn't it amazing how one of the simplest of colors, black, can create such a dramatic and exquisite sensation. The designer has elected to let the photos tell this story and rightly so.

Honorable Mention

CUTTING HORSE CHATTER

“Got Babies?”

Designer: Mindy Harr

June 2001

The casual feel of this entry is what attracted me most. This designer takes an ordinary photo and makes it work effectively.

Class 16—Publication Staff Color Advertisement

circulation 15,000 and over

(25 entries)

1st

THE AMERICAN QUARTER HORSE
JOURNAL

“Need A Ride?”

Designer: Tim Archer

August 2001

A strong horse photo, a catchy headline, and simple type treatment are the elements that make this ad stand out.

2nd

THOROUGHBRED TIMES

“Make It A Habit”

Designer: Tami Zigo

January 6, 2001

The photo of the praying nun as the dominant element of this ad is priceless and ties in perfectly with the headline.

3rd

PAINT HORSE JOURNAL

“New Spin”

Author: Irene Stamatelakys

Designer: Jeanette Poer

August 2001

This ad catches your eye. The dramatic angle the photographer used in taking this shot is interesting. The headline copy “spins” nicely with the photograph. Everything works.

Honorable Mention

APPALOOSA JOURNAL

“Appaloosa Journal Online”

Designer: Hannah Grieser

April 2001

Nice concept showing the Appaloosa out there in cyberspace.

SOUTHEAST EQUINE MONTHLY

“Aiken Steeplechase”

Designer: Cale Carter

October 2001

Very good looking ad. Powerful typography.

Class 17—Corporate/Affiliate Advertisement

(8 entries)

1st

PURINA MILLS, LLC

“Purina Mills Anti-Bricking Ad”

Author: Kari Palutis

Designer: Robin Faszold

Illustrator: Johnathan Wright

Published in EQUUS and Horse & Rider
November 2001

The headline coupled with powerful typography and illustration are eye-grabbers. You’ve got to stop and look at this ad. Well conceived.

2nd

JULIE KIMBALL

“Horsecity.com Cowboy Up”

Author: Julie Kimball

Designers: Julie Kimball and Ron Bonge

Published in Quarter Horse News

September 15, 2001

This is clearly a case where the layered photo images tell the story. The powerful images of the city skyline at night, with the blurred speed of the taillights and the cowboys riding to town convey the message.

COVER PAGE

Class 18—Magazine Cover Page

circulation under 15,000

(24 entries)

1st

THE AMERICAN QUARTER HORSE
RACING JOURNAL

Designer: Brian Smith

Photographer: Dan Dry

August 2001

This cover has all the perfect elements for a great cover: an interesting and unusual photograph, very tastefully crafted typography, and color selection that is just right.

2nd

ARABIAN HORSE WORLD

Designer: Melanie Gleason

Photographer: Gigi Grasso

December 2001

When you have a cover that is mostly photograph with very little type, it better be a good photo. Well, this one is great. The light is dramatic and soft at the same time. The action is fast and gentle too. The type and background enhances all the beauty of the photo.

3rd

HOOFCARE & LAMENESS

Designer: Ann Messenger

Illustrator: Kim McElroy

Spring 2001

Though the subject is polo, the drama is in the horse’s legs. An interesting perspective and a perfect image for the cover. The message is clear without a lot of words.

Honorable Mention

ARABIAN HORSE WORLD

Designer: Melanie Gleason

Photographer: Rik Van Lent, Jr.

February 2001

A strikingly beautiful photo and a clean, simple design.

Class 19—Magazine Cover Page

circulation 15,000 and over

(26 entries)

1st

THE AMERICAN QUARTER HORSE JOURNAL

Designer: Brian Smith

Photographer: Kurt Markus

August 2001

This cover was the clear winner. The photo is beautiful, and it allows the viewers to dream and come up with their own stories. The type design is strong and simple as is the color selection. The perfect combinations for a great cover.

2nd

PAINT HORSE JOURNAL

Designer: Jeanette Poer

Photographer: Darrell Dodds

February 2001

You can't get any more power in a photo than this. The viewer is able to experience the energy and excitement that they can't even get at the racetrack.

3rd

THE AMERICAN QUARTER HORSE JOURNAL

Designer: Brian Smith

Photographer: Lisa Eisner

July 2001

This cover has a great photo, interestingly cropped with simple and elegant typography.

Honorable Mention

DRESSAGE TODAY

Designer: Phil Cooper

Photographer: Charles Mann

June 2001

It's refreshing to see an image that says so much about this sport without showing a horse. A lot of good thinking went into this cover.

EQUUS

Designer: Celia Strain

Photographer: Ed Camelli

December 2001

A beautiful photo. An interesting and unusual angle. Very nice, delicate type. Color selection is just right.

Class 20—Tabloid/Newspaper Cover Page

(20 entries)

1st

THOROUGHBRED TIMES

Designer: Jeanette Vance

December 8, 2001

Striking lead artwork of the "crystal ball" commands attention and serves as powerful centerpiece, yet that's only one of the many positive points on this truly striking cover. The launching of the lead story on the right serves to emphasize its sense of urgency, and the page somehow remains uncluttered despite the fact that it starts with teases of nine stories on the inside, complete with page references.

2nd

EQUINE JOURNAL

Designer: Deanna Sloat

August 2001

The large close-up photo of the horse can't help but reel in potential readers, and the photo's dark background brings out the best in the masthead as well.

3rd

CALIFORNIA HORSETRADER

Designer: Derrick Cook

Photographer: Daniel Lew

December 20, 2001

The photo carries this cover, which is beautiful in its simplicity. Can't think of a better way for a horse publication to capture the region's—and nation's—spirit at the end of the year than to depict it through a horse-drawn firefighters wagon decked out in American flags. Even the horses seem to wear solemn expressions.

Honorable Mention

HORSEMEN'S YANKEE PEDLAR

Designer: Paula Ethier

July 2001

This super close-up of the horse provides a stunning image to attract the potential reader, and the dark background helps bring out both the masthead and the tease headlines down the right side. Good use of art to create overall impact.

QUARTER HORSE NEWS

Designer: Jim Norris

Photographers: John Brasseaux and

David Jennings

July 30, 2001

Excellent use of color and contrast attracts reader to all key stories without making the page appear cluttered.

EDITORIAL DESIGN

Class 21—Black & White Editorial Design

(4 entries)

1st

QUARTER HORSE NEWS

“The Events Of The Foundation Quarter Horse Registry”

Designer/Illustrator: Ron Bonge

November 30, 2001

Unassuming, doesn't attempt to knock your eye out, but reaches out to the viewer (who quickly become a reader) with just the right mix of

factually organized text and amusing, active pencil drawings.

Class 22—Color Editorial Design

circulation under 15,000

(18 entries)

1st

ARABIAN HORSE WORLD

“Versace Style”

Designer: Patrick Walling

October 2001

Elegant layout with exquisite typography. The reader gets a glimpse of what's to come with the stark black single page opener with a small dreamy photo and clean, elegant typography. The juxtaposition of those first few pages is very striking and effective. The following pages continue with great photography, strong black panels and nice negative space.

2nd

ARABIAN HORSE WORLD

“RDM Maar Hala”

Designer: Melanie Gleason

May 2001

Eight pages of consistent, classy magazine design. Designer uses subtle page tints, beautiful photography and negative space to make this article inviting through and through.

3rd

THE AMERICAN QUARTER HORSE RACING JOURNAL

“Fatal Puzzle”

Designer: Brian Smith

July 2001

A handsome illustration and great typography set this opener apart from the others. This designer appreciates the interaction between words and image.

Honorable Mention

THE AMERICAN QUARTER HORSE
RACING JOURNAL

“Deep Roots”

Designer: Brian Smith

August 2001

The pacing and consistency of the visuals in this entry are superb.

ARABIAN HORSE WORLD

“Suzie Creek Arabians”

Designer: Melanie Gleason

November 2001

Beautifully designed pages with special attention paid to details.

Class 23—Color Editorial Design

circulation 15,000 and over
(36 entries)

1st

PAINT HORSE JOURNAL

“Mud, Sweat And Cheers”

Designer: Jeanette Poer

August 2001

Breathtaking opening spread—two strong photos blended superbly together. Second and third spreads are cleanly designed with a nice selection of photos.

2nd

EQUUS

“The Sensitive Side Of Spurs”

Designer: Celia Strain

May 2001

Beautiful sharp clean photography mixed with a sensitive design make this a winner. In addition to the beautiful opener, the following spreads are just as dynamic. Nice neutral color choices throughout article.

3rd

THE AMERICAN QUARTER HORSE
JOURNAL

“Deadly Bite”

Designer: Brian Smith

November 2001

What a great illustration—beautifully executed. All the elements are working together in unison.

Honorable Mention

AMERICA'S HORSE

“That's Showbiz”

Designer: Brian Smith

November/December 2001

The opening spread is a striking photo with imaginative and fun typography and lots of white space. The color choice of the type further enhances the compatibility of all the elements to make this a winner.

EQUUS

“Trends At A Glance”

Designer: Celia Strain

November 2001

This entry is chock full of information and presented beautifully. The interestingly designed layout makes the reader thirsty for more.

Class 24—One Page or Two-Page Spread Editorial Design

(8 entries)

1st

EQUUS

“One Hour To...A Safer Stall”

Designer/Illustrator/Photographer:

Celia Strain

February 2001

Masterpiece of word and picture integration. Deceptively simple it packs a lot of information onto two pages.

2nd

QUARTER HORSE NEWS

“American Junior Rodeo Association Holds 2001 National Finals”

Designer: Jim Norris

Photographer: Dudley Barker

August 30, 2001

Simple picture/news report without a much more weighty message than the pure fun of the sport.

The geometry of the page layout does not depart far from normal tabloid newspaper layout so the page structure is simple. That throws attention onto the colorfulness of the photos, the action in them.

Class 25—Event Coverage

(5 entries)

1st

CALIFORNIA THOROUGHBRED

“Images Of Cal Cup”

Designer: John Melanson

Photographer: Katey Barrett

December 2001

Dramatic design. The use of the black background, with spectacular photography, bordered with thin gold lines adds additional impact. The pictures tell the story. Hard to improve upon.

2nd

DRESSAGE TODAY

“Festival Of Champions”

Designer: Phil Cooper

Photographer: Charles Mann

September 2001

Very clean design. Selection and placement of photographs takes you through the event as though you were actually there.

PHOTOGRAPHY/ ILLUSTRATION

Class 26—Publication Staff Black & White Editorial Photograph

(23 entries)

1st

THE CHRONICLE OF THE HORSE “Kimberly Vinoski And Kittengala”

Photographer: Beth Rasin

June 8, 2001

This image successfully shows the work relationship between horse and rider. The timing and position of the photographer added to the uniqueness of the image by capturing the backside of the jump.

2nd

THE CHRONICLE OF THE HORSE “Strapless And Emily Williams”

Photographer: Molly Sorge

June 15, 2001

Timing and reaction of the photographer made this a wonderful image. The interaction and positioning of the horse and rider convey the hard work and concentration necessary for such a jump.

3rd

FAUQUIER TIMES DEMOCRAT “Epic Battle”

Photographer: Betsy Parker

July 18, 2001

A very good broadside action shot showing the intense competition between the two horses and jockeys. You can see the concentration in the eyes of all four subjects. The timing of the photograph was perfect.

Honorable Mention

THE CHRONICLE OF THE HORSE “Drizzle And Phillip Dutton”

Photographer: Nicole Lever
April 27, 2001

The angle and timing of this image is very nice. Achieving an image where the horse had just cleared the jump and capturing the intensity in the horse and rider's faces was especially appealing.

THE CHRONICLE OF THE HORSE “Hardin Towell And Laurent”

Photographer: Molly Sorge
February 2, 2001

A very nice, clear image. The crisp focus makes the photo stand out.

Class 27—Publication Staff Color Editorial Photograph

(24 entries)

1st

HOOF BEATS

“Winter Workout”

Photographer: Ed Keys
December 2001

The image is very well composed and the photographer's angle and location allowed for the timing to be perfect. The photographer had to have quite a bit of patience to wait for all the elements to fit into place.

2nd

PRACTICAL HORSEMAN

“Balance”

Photographer: Mandy Lorraine
February 2001

A very attractive image. The forward posture of the rider and horse are very nice and show the subject of the article—balance—very well. The colors in this image make it very appealing.

3rd

CALIFORNIA HORSETRADER “Holiday Salute”

Photographer: Daniel Lew
December 20, 2001

This image is unique because it shows a team of horses rather than one individual horse. The addition of subjects makes a photograph, such as this one, technically more difficult because of the additional movement you have to contend with.

Honorable Mention

PAINT HORSE JOURNAL “Open Wide”

Photographer: Tracy Gantz
July 2001

This is most definitely a unique picture. A dramatic image that successfully makes the reader stop, study the image and read the article.

PAINT HORSE JOURNAL “Show Stopper”

Photographer: Ross Hecox
April 2001

The photographer did a very nice job keeping the foreground subjects in crisp focus while eliminating any background distractions.

Class 28—Open Black & White Editorial Photograph

(5 entries)

1st

THE HORSEMEN'S VOICE

“Brooke Bessom And Harley”

Photographer: Lynne Pomeranz
October 2001

This image is an excellent portrayal of the spontaneous interaction between a young rider and her horse. The eye contact between person and animal makes you believe they are talking and understanding each other.

2nd

HORSE NEWS

“Contortionist”

Photographer: Jacqueline Marks

August 2001

Images that include quick forward motion and abrupt stopping by a subject, such as this one are a technical challenge. The photographer did a wonderful job using stop action to show the force behind the horse and “freezing” the sand without causing a blurred result.

Class 29—Open Color Editorial Photograph

(13 entries)

1st

THE HORSE

“Sliding Stop”

Photographer: David Stoecklein

September 2001

This image is a wonderful visual interpretation of the article’s subject. By using only a portion of the rider, the primary focus of the image stays where it should—on the horse.

2nd

HORSE & RIDER

“Looking Ahead”

Photographer: Cappy Jackson

April 2001

A wonderful example of how patience pays off and can lead to a great image.

3rd

THE BACKSTRETCH

“Hanging Wraps”

Photographer: Sarah Hoskins

September/October 2001

This image proves that you don’t always have to have a horse in the picture to produce a pleasing equine-related image. The good composition and cross lighting creates a colorful and unique photograph.

Class 30—Open Illustration

(22 entries)

1st

THE BLOOD-HORSE

“Racing Can Learn From The Movies”

Illustrator: John D. Filer

January 6, 2001

This whimsical piece immediately defines the subject matter. The striking use of bold colors is attention grabbing and works well with the imaginative style.

2nd

HORSE & RIDER

“Take Charge I”

Illustrator: D.B. Johnson

October 2001

This illustration clearly depicts the horse and primary caretaker as one being. The subtle use of earth tones conveys a special warmth.

3rd

THE HORSE

“Critter Control”

Illustrator: John D. Filer

September 2001

A humorous piece that is extremely effective in grabbing the viewer’s attention. It communicates the content of a distasteful subject with a unique style. Great use of color.

Honorable Mention

AMERICA’S HORSE

“Fit For The Ride”

Illustrator: Randee S. Fox

May/June 2001

The viewer’s eye is compelled to study this illustration to see the correlation of the anatomy of the horse and rider. A terrific composition integrated with a wonderful pallet of colors.

HORSE & RIDER

“Take Charge II”

Illustrator: D.B. Johnson

November 2001

The missing puzzle element automatically draws you to the inside of the horse which is the essence of the article...caring for the horse from the inside out. Excellent color wave in this warm illustration.

NEW MEDIA

Class 31—Electronic Publication

(5 entries)

1st

BLOODHORSE.COM

Editor: Ron Mitchell

Webmaster: Paul Menefee

Publisher: The Blood-Horse, Inc.

Designer: Karen Pautz

Excellent daily portal site for the Thoroughbred racing industry. A one-stop shop for all industry related news updated constantly. An incredible amount of indispensable information that has become vital to many people within the business.

2nd

HORSECITY.COM

Editor: John Brasseaux

Webmaster: Charmain Vaughn

Publisher: Ryan R. Dohrn

Designer: Amy Kiel

Excellent entry presentation. Site contains an enormous amount of useful news and information for all breeds of horses. Great use of interesting photos throughout the site to support articles. Well thought out and extremely informative editorial. Site's content is second to none in the horse industry.

SPECIALTY CLASSES

Class 32—Single Issue/Specialty Publication

(25 entries)

1st

THE BLOOD-HORSE, INC.

“Keeneland Magazine”

Editor: Jacqueline Duke

Creative Director: Suzanne C. Depp

Fall 2001

“Celebrating bluegrass traditions” is what it says and it does—in style and with panache. From the clever tipped-on wording superimposed on the cover, which is itself a very elegant piece of artwork, to the working details in the back it bespeaks care and consciousness of the product as a totality.

2nd

CUTTING HORSE CHATTER

“2001 NCHA Yearbook”

Editor: Alan Gold

Designer: Mindy Harr

October 2001

This is a reference guide whose job it is to help people find things. And this is a classic example of its kind, because it is a directory that actually directs and you don't have to fight it or search in it. A useful tool whose utility is so well contrived that it becomes a fine-looking object as well. Something to have on one's desk with pride.

3rd

THE AMERICAN QUARTER HORSE JOURNAL

“2001 AQHA World Championship Show Program”

Editor: Jim Bret Campbell

Designer: Publication Staff

November 2001

A 2-lb 10-oz, 592-page monster catalog that should be daunting and impenetrable, but it isn't. They know that a behemoth like this is used quickly by flipping the pages—and seeing the outsides. So they gave it a format that depends on the outsides and it is repeated on all

editorial spaces. It is the mark of excellence when the insides of the pages are as simple, as straightforward and as clear in detail as the entire product is clear in its totality.

Honorable Mention

ARABIAN HORSE WORLD

“Michael Byatt Arabians”

Designer: Melanie Gleason

September 2001

What a tour de force—what an expensive-feeling piece. Yet it communicates not just colorful puffery but obvious joy and love and beauty. Nothing is more important for a fine visual result than the knowledge of what we are doing, why we are doing it and for whom it is intended and what they are to get out of it. This proves it.

Class 33—Equine-related Book

(12 entries)

1st

AMERICAN PAINT HORSE
ASSOCIATION

“The American Paint Horse: A Photographic Portrayal”

Photographers: Darrell Dodds and
David Stoecklein

Text by Jennifer Forsberg-Meyer

Designer: Shawn Phillips

Illustrator: Ron Bonge

2001

A lovely coffee table book. You’ve given us great photography and the text leading off each of the eight sections is adequate. Your book is a fine tribute to the horse in general and the Paint Horse in particular.

2nd

STOREY BOOKS

“Have Saddle, Will Travel”

By Don West

Editor: Deborah Burns

2001

Well written—the author’s love and extreme knowledge of his subject come through clearly. The entire book is friendly, fun and informative.

3rd

STOREY BOOKS

“Renovating Barns, Sheds & Outbuildings”

By Nick Engler

Editor: Larry Shea

2001

Excellent how-to book. The text is very readable. The layout is excellent and the photography and graphics right on the money.

Class 34—Equine Calendar

(6 entries)

1st

HORSE & RIDER

“Champions”

Photographer: Cappy Jackson

Designer: Lisa Wrigley

2001

You’ve created a beautiful, usable calendar. The soft colors keep it user friendly. The photography is very strong. I like the use of horse beauty shots as well as rider shots.

2nd

PRIMEDIA EQUINE GROUP

“World-Class Wonders 2001”

Designer: Elroy Williams

2001

The photography used is nice. The cover has some excitement to it.

Class 35—MERIAL HUMAN-ANIMAL BOND AWARD

Sponsored by Merial Limited
(20 entries)

Winner

BABETTE WILLIAMS

“Lucky”

The Gaited Horse
Spring 2001

GENERAL EXCELLENCE

Class 36—Newsletter

(2 entries)

Winner

COVERTSIDE

Covertside's impressive combination of informative stories, interesting topics, high-quality photographs, and superb printing quality make it my choice for the top newsletter. The publication possesses a variety of other features that give it an edge over the competition. It also features a prominent table of contents on the front page, which immediately informs anyone who glances at the cover that the publication contains a great deal of useful information, and quickly guides them to the location of specific stories. Plus, the publisher skillfully uses cover photos and captions to entice the readers to the newsletter's interior pages.

Class 37—Tabloid/Newspaper

(9 entries)

Winner

THOROUGHBRED TIMES

Strong news stories, crisp and colorful photography, and a clean presentation of everything from race results to lists of coming events make this racing publication the best in show. The layout/graphics throughout help draw the reader to an outstanding number of diverse features from the up-front News Line to the

calendar and especially the very good region-by-region features in the rear pages. Covers, especially, are effective on many fronts, from their sharp color reproduction to the fact that they quietly tease 5-8 stories inside. There's little downside to this outstanding, informative newsmagazine.

Honorable Mention

STEEPLECHASE TIMES

Well-written news stories, effective presentation and sharp, crisp images make this publication one of the best. Sharp leads on news stories, especially, lift this magazine a cut above nearly all others.

Class 38—Association Magazine

circulation under 15,000

(7 entries)

Winner

THE BACKSTRETCH

Excellent writing, great color photographs, beautifully designed pages. From the cover to the final page, the magazine delights its readers. News, politics, features—every part of Thoroughbred racing is covered.

Honorable Mention

CALIFORNIA THOROUGHBRED

A leader in its class. Excellent pictures and design. Articles cover all aspects of the California breeding industry with style and depth.

Class 39—Association Magazine

circulation 15,000 and over

(8 entries)

Winner

PAINT HORSE JOURNAL

Beautiful covers. So inviting, they almost compel a look inside. And when you look inside you get a treat. This is one spectacular magazine. The ads are an education in themselves. Beautifully done—and so many. Great photographs of trail rides, rodeos and personalities. Love the stories, too.

Honorable Mention

THE AMERICAN QUARTER HORSE JOURNAL

Excellent in all respects. Outstanding photography coupled with eye-catching layouts make each text page an invitation to explore. And the advertisements are equally colorful. The emphasis on youth programs gives the magazine a warm feeling of inclusiveness for both family and horses.

Class 40—State or Regional Publication (any format)

(7 entries)

Winner

THE TEXAS THOROUGHBRED

Terrific magazine which is certain to grow in circulation and feature stories. Great use of color and ever so stylish in design. The magazine reflects the editor's pride in Texas racing. Easily best in its class.

Honorable Mention

MID-SOUTH HORSE REVIEW

This all-breed publication covers every type of horse activity—shows, rodeos, breeding—in the mid-South and does a remarkable job. All in all, it does more than fill its niche—it is fun to read and strikes a chord for horse people who don't cotton to Thoroughbreds.

Class 41—Self-Supported Magazine

circulation under 15,000

(6 entries)

Winner

EQUINE IMAGES

This magazine has the best writing, best design and seems to fulfill its mission extremely well. Yes, it has good art to work with, but the editor or art director goes the extra mile to get pictures of people and places, too. Good organization and flow. Good use of display type.

Honorable Mention

ARABIAN HORSE WORLD

Accomplishes mission well. Distinguishes editorial from ads better than many breed journals.

Class 42—Self-Supported Magazine

circulation 15,000 and over
(12 entries)

Winner

EQUUS

EQUUS edged the others out with its outstanding design, excellent use of captions, headlines and subheads, and magazine flow. It seemed the only one willing to let features flow uninterrupted by advertising. Good use of photo illustration and art illustration. Interesting articles.

Honorable Mention

HORSE & RIDER

Sophisticated design. Well-organized front-of-book. Excellent use of photo and illustration for strong service journalism articles. Good writing and/or editing.

PRACTICAL HORSEMAN

Stunning covers. Excellent articles and writing. Good service journalism right on mission.

OVERALL PUBLICATION

Winner

EQUINE IMAGES

This magazine that celebrates "the art and culture of the horse" is a celebration indeed. You don't have to be a horse lover to appreciate the beauty of this magazine. It is exceptional from cover to finish. A bold logo and stunning piece of art still leave room for important cover blurbs. The photography and design throughout enchant and delight the reader—and the writing complements and brings it all together. What a winner.

NOTE: All honorable mentions are listed in alphabetical order.

THE JUDGES

Danita Allen

Ms. Allen is the Meredith Chair for Service Journalism at the University of Missouri School of Journalism. She teaches magazine editing, publishing and writing classes and also gives seminars at various magazine conferences. She is a partner in a 1999 launch, the bimonthly state magazine, *Missouri Life*. Before she began teaching, she spent 15 years with Meredith Corporation, the publisher of *Better Homes & Gardens*, *Ladies Home Journal*, *Midwest Living*, *Country Home*, *Traditional Home*, *Wood*, *Successful Farming*, and several other magazines. She was the founding editor of *Country America* while there.

Debra Bates-Schrott

Ms. Bates-Schrott is principal and creative director of Rabil & Bates Communication Design Co., a mid-size design firm in Gaithersburg, Maryland. Active in the design community, Debbie is a member of the International Association of Business Communications of Washington (IABC). In addition, she is a member of the Society of Publications Designers of New York (SPD), and the Art Directors Club of Metropolitan Washington (ASDCMW). Debbie has also been involved, as a judge, in various design and communications competitions including Folio: Magazines Ozzie awards. Over the past ten years, Debbie has acted as the art director for, or been involved in, the design team of more than twenty-two publications and created marketing materials for more than seventy tradeshow, exhibits and conferences. Prior to her partnership in Rabil & Bates, Debbie was associated with the Washington area firms of Wickman & Associates, Inc. and Auras Design. She has won awards from the ADCMW in 1994 and Gold Ozzie awards for three years.

Jeanne Bernick

Ms. Bernick is the livestock editor for *Farm Journal*, a national agricultural publication with a circulation of nearly 700,000. A

graduate of the University of Missouri School of Journalism, Jeanne edits and writes about issues pertaining to the production, management and marketing of livestock and poultry. She has won numerous national writing awards and is deemed a Master Writer by the American Agricultural Editors' Association. Jeanne resides in Wisconsin where she enjoys the sport of eventing.

Susanna Brandon

Ms. Brandon learned to appreciate a good narrative as a little girl, listening to her father's boyhood adventures with his horses, Lightning and Buck, and she still believes with unshakable certainty that they were as fast as the wind. Brandon, who is an editor for the Purple Section (Life) at *USA Today*, has won numerous state press association awards for breaking news, feature writing and headlines, as well as a design award from AHP for her literary magazine, *The Stable Companion*. No longer a fearless rider of fast-like-the-wind steeds, Brandon amuses herself and others by making up horsey names for Beaux Chevaux, her line of handcrafted soaps.

Timothy T. Capps

Mr. Capps, currently executive vice-president of the Maryland Jockey Club, has filled numerous and varied roles within the Thoroughbred industry and its related publications. He was publisher and editor of *Mid-Atlantic Thoroughbred* magazine from 1995 to 2002 and in the 1980's served as executive editor of *The Thoroughbred Record*. Mr. Capps is the author of two books in The Blood-Horse's Thoroughbred Legends series: *Spectacular Bid* and *Affirmed and Alydar* (set for publication in May).

Snowden Carter

Mr. Carter was editor of *The Maryland Horse* magazine from 1962 until his retirement in 1986. A lifelong horseman, he covered Thoroughbred racing for the Baltimore *Sunpapers* for 17 years before that. Mr. Carter won the Thoroughbred Racing Associations award (forerunner of the Eclipse award) for

best newspaper story on racing in 1956, and in 1967 and 1970 won National Steeplechase Association awards for best magazine story about steeplechasing. He served as 1973-1974 president of American Horse Publications.

G.W. Hall

Mr. Hall has a proven track record of success in helping many kinds of organizations achieve communication goals. As President of Fighting Fox Creative Forces, G.W. has written and edited copy for numerous newsletters, magazines, brochures, press releases, web sites, radio broadcasts, and print ads. In addition, G.W. often coordinates the production and distribution of his clients' publications. Along the way, he has won many different awards for writing and newsletter production. G.W. also has lifelong ties to the thoroughbred racing industry. His father worked at a variety of training centers with G.W.'s "adopted uncles," Andy Gauthier and Lucien Laurin. As a teenager, he spent many of his summers working at Belmont Park, and was on hand to see Secretariat—who was trained by Laurin—win the Triple Crown in 1973. In his 20s, G.W. assisted Gauthier and Laurin in managing a South Carolina training center that produced numerous champions and stakes winners, including Eclipse Award Winners Bates Motel and Chief's Crown. After Hurricane Hugo destroyed the training center in the late 1980s, G.W. moved to Atlanta and became a full-time writer. In addition to his work as an independent writer, G.W. currently serves as Director, Finance for the Atlanta Chapter of the International Association of Business Communicators (IABC). He has also served as the chapter's Director, Communications for four years. In these capacities and others, he has judged many different awards competitions. G.W. has also taught numerous seminars on writing and newsletter production, and has served as volunteer media coordinator for the Georgia Games Equestrian Competition in two of the last four years.

David Hayden

Mr. Hayden was born with a passion for horses, art, design and beautiful things. Thirty-two years ago he opened the offices of David Hayden Advertising, specializing in real estate advertising and marketing. For the last twenty-five years the Agency's exclusive focus has been on the horse industry. The Agency develops advertising and marketing plans for stallion stations, farms, race tracks, equine products and associations. The design arm of the Agency designs award winning logos, magazine ads, video brochures and web sites for the virtual who's who in the Thoroughbred industry.

Mark Hickman

Mr. Hickman has been a professor of communication studies for nearly 15 years. He is currently the Director of Forensics and teaches in the Honors Program at West Chester University. He is an expert in effective oral, written, and visual communication. His work with students has produced nine national champions in various categories of communication competition sanctioned through the National Forensic Association—which inducted him into its Hall of Fame last year.

Erin Hyland

Ms. Hyland is an art director and page designer at *The Washington Times* in Washington, D.C. A former copy editor, Erin holds a bachelor's degree in journalism from Penn State University.

Tim Hyland

Mr. Hyland is a staff writer with *The Capital* newspaper in Annapolis, Maryland, where he covers environmental and health issues. His writing has won awards from the Maryland-Delaware-D.C. Press Association and the Chesapeake Associated Press. He earned his journalism degree from Penn State University and is currently studying in the American Studies graduate program at the University of Maryland.

Joseph Kelly

Mr. Kelly was a sports writer with the *Baltimore Sun* for eight years and the racing editor for the *Washington Star* for 26 years. He served as regional executive secretary for the National Horsemen's Benevolent & Protective Association in Maryland, Delaware and West Virginia in the 1950's. He was a publicist for Laurel Race Course in the early 1980's. Mr. Kelly is currently serving as a publicist for Maryland Million, which he has been doing since its inception in 1986. He is working also as historian/consultant for the Preakness.

Tom Keyser

Mr. Keyser covers horse racing for the *Baltimore Sun*. Since assuming that job in 1996 he has won three Eclipse awards for writing (two for newspapers, one for magazines). He has also worked as a reporter and columnist at the *Clearwater Sun* in Florida, the *Concord Monitor* in New Hampshire and *The Evening Sun* in Baltimore, primarily covering news and writing human-interest stories.

Raymond J. Lamont

Mr. Lamont has been editor of *The Westerly Sun*, a seven-day newspaper in Westerly, Rhode Island, since March 2000. Mr. Lamont formerly served as managing editor of the *Daily Local News* in West Chester, Pennsylvania, as editor of the *Times-Herald* in Norristown, Pennsylvania, and prior to that, as city editor of the *Daily News-Record* in Harrisonburg, Virginia. A native of Pittsfield, Massachusetts., he began his 24-year journalism career at that city's hometown newspaper, *The Berkshire Eagle*, where he worked as a sportswriter, education editor, City Hall/government reporter and an assistant news editor. He is also a member of the Board of Directors of the New England Society of Newspaper Editors.

Katherine Marks

Ms. Marks is a staff writer with the *North County Times* a daily newspaper that covers the northern suburbs of San Diego. She is

originally from Mount Airy, Maryland and worked at *The Frederick (Md.) News-Post* as a business writer before moving to California. Ms. Marks is a 1996 graduate of Towson State University in Maryland. She does not own a horse but has a wonderful German Shepherd mix named Coltrane.

George Opryszko

Mr. Opryszko is Vice President of Creative for Enten & Associates, a mid-sized full service advertising agency. He works on a variety of local and national accounts. He has 25 years of experience in the graphic design industry. George has been Art Directory for Design Horizons International, *EQUUS*, *Polo*, and *Frederick* magazines as well as president of his own graphic design company.

Don Ranly

Dr. Ranly has been a professor of journalism at the Missouri School of Journalism for 28 years, where he heads the magazine program. He is a veteran presenter of more than 950 writing and editing seminars and author of books on the subject. Don is internationally sought as a writing and publications expert.

Sharon Reuter

Ms. Reuter is a partner in a successful design firm specializing in publication design. Sharon has 20 years experience and has won numerous national design awards. Some projects include designing startup magazines, one-time publications, redesigning existing newsletters and magazines, and magazine websites. Prior to starting Reuter and Associates, located in Baltimore, Maryland. Sharon worked for Ziff-Davis Publishing, Conde Nast and Time Warner AOL in New York City.

David Richardson

Mr. Richardson has been manager and creative director for David Hayden Advertising for over seven years. David Hayden Advertising, located in Upperco, Maryland, handles the marketing and promotion of accounts exclusively related to

the Thoroughbred racing and breeding industry. He is active in the Maryland racing community and a member of the Maryland Racing Media Association. David is well versed in multimedia, print and web design and has created numerous Thoroughbred racing related websites and currently maintains and is webmaster of four sites.

Laura Sands

Ms. Sands has won numerous awards for feature, business and agricultural writing—both as a newspaper and magazine reporter. She began her career working for Knight Ridder Newspapers in the Midwest and later worked as a journalist in Washington, D.C. Recently, she was recipient of the Story of the Year award for the agricultural business press. She resides in the Bighorn Mountains of Wyoming, with her two children, Jake and Rachel, husband, the photographer Adam Jahiel, two horses, four cats and a dog.

Linda H. Smith

Ms. Smith is Managing Editor of *Top Producer* magazine, a national publication for commercial farmers with more than 187,000 readers. Linda is the recipient of three Oscars in Agriculture awards from the American Agricultural Editors' Association and has served as a screener for the prestigious National Magazine Awards. She is a lifelong rider in hunt seat and dressage. For two years, Linda desktop-published the quarterly newsletter, *Centered Riding News*, and has written for other equine publications from time to time.

Sonia Wasco

Ms. Wasco is president at Grant Heilman Photography, Inc. She has earned a B.S. in Animal Husbandry from Delaware Valley College of Science and Agriculture and her M.S. in Agriculture Education from Penn State University. During her 13 years with this stock photo library, she has been responsible for all editorial editing of pages

entered into the files. The library currently houses more than a half million images from nearly 40 photographers, all specializing in Agricultural or Natural Science subjects.

Jan White

Mr. White is a communication design consultant who lectures worldwide on the relationship of graphics to editing. He tries to persuade word-people to think visually and visual people to think verbally, so that the writer-editors and designers blend their efforts to their mutual advantage and the reader's benefit. Architect by training, he was with Time Inc for 13 years, then started his own publication-design firm in 1964. He is author of a dozen books on visual techniques in publishing, but says he now doesn't do any "real work" any more: he just consults and pontificates. He has given more than 1600 seminars in 24 countries.

Peter Winants

Mr. Winants retired as publisher of *The Chronicle of the Horse* in 1991 to serve as director of the National Sporting Library until 1999. He served as the 1987-1988 President of American Horse Publications. Mr. Winants is the author of a book on the history of steeplechase racing in North America. His latest book, *Foxhunting with Melvin Poe*, will be published this fall by Derrydale Press.

Mark Wright

Mr. Wright is co-owner and vice president of the Graphics Factory, Inc., a twenty-three year old graphic design, pre press, and advertising company in Montgomery, Alabama, which serves a diverse client base. Mr. Wright holds a BS degree in Business and Marketing from Troy State University, Troy, Alabama. Mark and his wife, Cathy, work very hard as they have put two children through college and have two more in college at the same time.

