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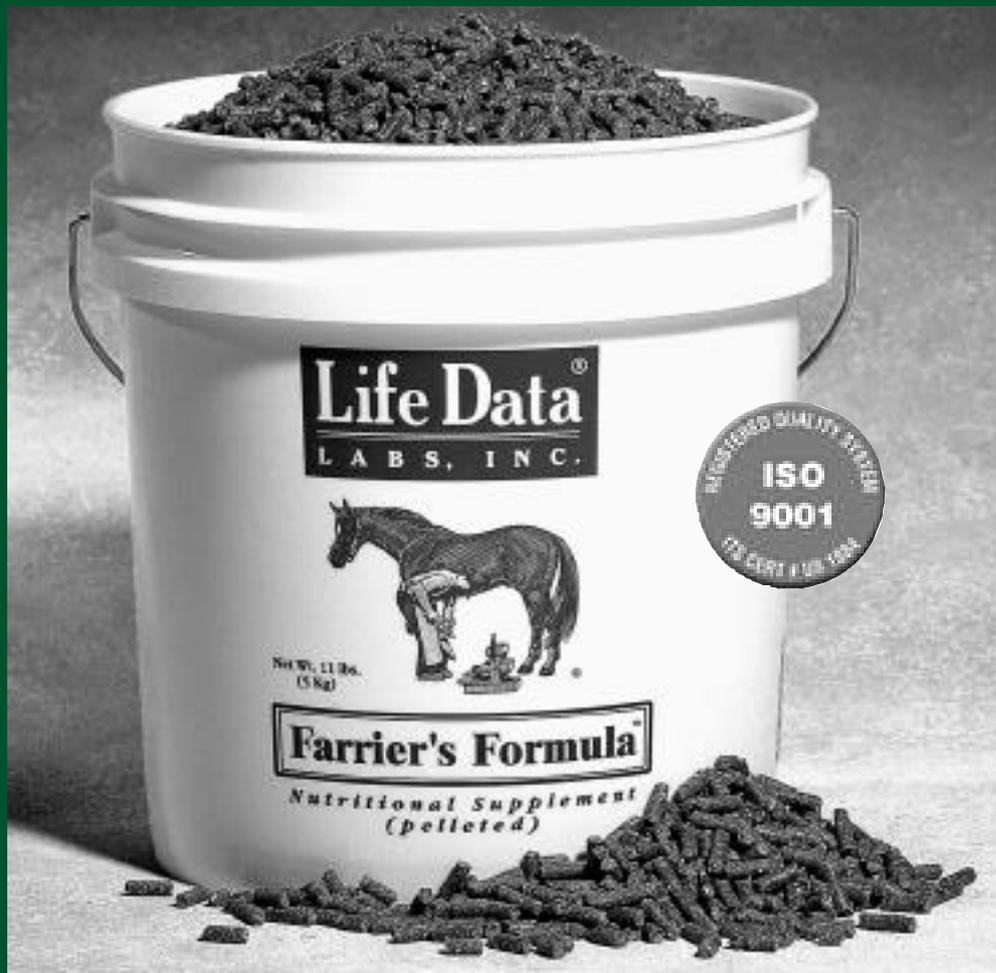
Hunt Country
SEMINAR 2003

2003 ANNUAL AWARDS PROGRAM

For material published in 2002

Awards Banquet & Presentations
June 21, 2003 • Hunt Valley, Maryland

Never Underestimate the Power of the Press ...Or the Pellet!



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EDITORIAL CONTENT

CLASS 1: NEWS REPORTING

(circulation under 15,000 - 18 entries)

1st

CALIFORNIA RIDING MAGAZINE

"California Horse Industry: In Search Of A Unified Voice"

By Kim E. Miller

July 2002

Extremely well written. Very clear and concise. No wasted words. This article exemplifies everything for a strong news story.

2nd

MID-ATLANTIC THOROUGHBRED

"Quest For Uniform Medication: A Shot In The Dark?"

By Bill Heller

May 2002

Well written in-depth news feature. Answers W's (who, what, where, when, why) up front with creative lead. Complex issue described simply in easy-to-read fashion.

3rd

FAUQUIER TIMES-DEMOCRAT

"Female Jockey Captures Gold Cup"

By Betsy Parker

May 8, 2002

News story answers the W's up front, but with creativity. Good quote placement high up in the article.

Honorable Mention

EQUINEWS

"One Year Later: MRLS Still A Conundrum"

By Mark Llewellyn

April 2002

Well-written and creative lead. Good use of alteration and question posing to draw in the reader.

CLASS 2: NEWS REPORTING

(circulation 15,000 and over - 36 entries)

1st

THE HORSE

"Seattle Slew's Successful Surgery"

By Kimberly S. Herbert

April 2002

Very unique way to present news story. Brief and to the point. Easy for the reader who doesn't have time.

2nd

THE CHRONICLE OF THE HORSE

"Flat Top's A Cut Above In Breeders' Cup"

By Nicole Lever

November 1, 2002

Good creative lead that readers can relate to. All the "W's" are there and then followed with good background about the other horses.

3rd

PAINT HORSE JOURNAL

"Star Struck"

By Ross Hecox

January 2002

Good lead and tie-in to the "W" information of a news piece. Fitting placement of background material after the lead was finished. Creative word choice.

Honorable Mention

BARREL HORSE NEWS

"American West 4D Finals"

By Karen Cannon

November 2002

Facts and names placed high up in the lead. Early quote solidifies writing. Word choice is creative, a little whimsical, and not stale.

HORSE & RIDER

"Power Struggle"

By Nancy Jaffer

June 2002

Well written, clear. Great information and detail.

THOROUGHBRED TIMES

"To The Victor"

By John P. Sparkman

May 25, 2002

Creative lead and the news stated early in the article. It is very well balanced between interesting and strong word choices to delivering the facts.



CLASS 3: INSTRUCTIONAL SINGLE ARTICLE



(28 entries)

1st

THE HORSE

"Emergency Shoe Removal"

By Sharon Biggs

March 2002

This article is a great example of how "how-to" should be done. A short, concise introduction to the topic, an expert source on the issue, simple, well written steps and pictures to support the information.

2nd

THE AMERICAN QUARTER HORSE RACING JOURNAL

"Master Plans"

By Christine Hamilton

January 2002

A great how-to topic. It is wonderful that this author included a source list, which is so helpful to the reader. Good use of various sources.

3rd

DRESSAGE TODAY

"Ride The Test Right"

By Pam Goodrich with Liz Illiff

June 2002

Excellent how-to article. The lead and introduction to the topic are well written and move along nicely to the steps. Each step is easy to understand and offers lots of points to consider and for the reader/rider to work on.

Honorable Mention

THE AMERICAN QUARTER HORSE JOURNAL

"Ready To Rein"

By Jody Johnson

August 2002

This story gets right to the point. Excellent description of how to perform the drills.

COVERTSIDE

"How The Whipper-In Creates Sport"

By Hugh Robards, MFH

July 2002

A nicely written article on an interesting and important topic. The article moves quickly and offers a multitude of tips on how to correctly whipper-in. The clarity and content are excellent.



CLASS 4: INSTRUCTIONAL SERIES



(4 entries)

1st

HORSE & RIDER

"Build The Bond"

By John Lyons with Rene Riley

January through December 2002

Fantastic series. The writer gives the reader a list of the goals, what the reader will do and what the reader will need before starting the exercise. Excellent how-to photographs that were very helpful. Overall, a very clear and concise how-to series.

.....

CLASS 5: HORSE CARE

.....

(circulation under 15,000 - 6 entries)

1st

THE TEXAS THOROUGHBRED "Gut Feeling"

By Denise Steffanus
May/June 2002

Very nice, in-depth exploration of colic. The lead is powerful, and immediately draws the reader in. The author sought a variety of expert sources that each added valuable information to the story.

2nd

THE AMERICAN QUARTER HORSE RACING JOURNAL "Ready For The Freeze"

By Aspen C. Emmett
October 2002

A very nicely written story about winterizing horses. The lead immediately draws the reader in, and the creative bold-faced leads keep the reader moving through the story.

.....

CLASS 6: HORSE CARE

.....

(circulation 15,000 and over - 22 entries)

1st

HORSE & RIDER "A Question Of Color"

By Sue M. Copeland
February, March, April 2002

This series thoroughly delves into the world of horse color. In three segments, readers can learn the ins and outs of how to decipher the differences in color and how to breed to achieve each. It's obvious that this author spent the needed time researching and interviewing to produce this excellent series.

2nd

EQUUS

"Water Works"

By Laurie Bonner
July 2002

A great exploration of a could-be complicated topic. The lead immediately draws the reader in and great conversational writing style draws the reader through the story.

3rd

THE HORSE

"West Nile Virus Alert!"

By Kimberly S. Herbert and Stephanie L. Church
October 2002

It is evident that much research went into this article about West Nile Virus. Numerous expert sources provided insight into all aspects of the disease. This article is very well written and interesting.

Honorable Mention

EQUUS

"Bruise, Strain Or Sprain?"

By Matthew Mackay-Smith DVM and
Christine Barakat
April 2002

This article is very helpful for horse owners. What could be a complicated topic is relayed in an easy-to-read, conversational style.

.....

CLASS 7: SERVICE TO THE READER

.....

(circulation under 15,000 - 14 entries)

1st

EQUESTRIAN RETAILER

"Trading Places"

By Suzanne Drnec
July 2002

This article serves as a model of top writing and editing, combined with thorough research and strong use of multiple sources. The idea is sound, the structure is clear, the flow is quick and easy, and the attention to word choice and sentence structure shines.

2nd

THE GAITED HORSE

"The Paso Beat"

By James Eigner and Audrey Stockham
Spring 2002

This is a very touching profile of a horse and a man who had a dream and pursued it, even though it took years.

3rd

CALIFORNIA THOROUGHBRED

"Katey Barrett – Letting Her Images Tell The Story"

By Debra Ginsburg
August 2002

An interesting history of someone you wouldn't ordinarily think of in the racetrack world. Good feel for her work.

Honorable Mention

PENNSYLVANIAEQUESTRIAN

"Work To Ride Goes Hollywood"

By Stephanie Shertzer Lawson
May 2002

Good lead. Outside sources show how important it is to say someone else sees value in the program besides its author.



CLASS 10: PERSONALITY PROFILE



(circulation 15,000 and over - 45 entries)

1st

HORSE & RIDER

"High-Point Horsewoman"

By Jennifer Forsberg Meyer
June 2002

Epitomizes a personality profile. Lead is both intriguing and quickly tells readers of her importance. The bulk of the story gives a real feel for the person, both from others and herself – which, in this case, may have been especially difficult given her daunting personality.

2nd

THE BLOOD-HORSE

"Crackdown"

By Gary McMillen
January 19, 2002

Writing is excellent, with good imagery. Gives insight into behind-the-scenes at racetracks as well as this jockey. Good use of interview with the subject and outside source – especially important given this subject.

3rd

CRAIG HARZMANN

"Changing Seasons"

Published in The Blood-Horse
January 5, 2002

Writing is a cut above. Excellent use of outside sources for pace and perspective.

Honorable Mention

THE BLOOD-HORSE

"Peak Performer"

By Eric Mitchell
July 13, 2002

This story's lead stands out – it immediately tells you something about the man's personality and peaks interest with allusion to his accident. Good use of outside sources early in story. Pace is good. An interesting tale.

EQUESTRIAN MAGAZINE

"A Man Ahead Of His Time – Remembering Victor Hugo-Vidal"

By Stephanie Stephens
September 2002

Masterful job of researching a leader who is gone. This story provides good insight into a big name – especially well done given that he could not be interviewed.

WESTERN HORSEMAN

"Charmayne James Has Nothing Left To Prove – Or Does She?"

By Kendra Santos
December 2002

Lead does a good job of telling why readers

Honorable Mention

THE BLOOD-HORSE

"Sly, Old Fox"

By Paul Volponi

November 2, 2002

Not sure if this column is about a horse, a trainer, or an award. Who cares – it works.

COVERTSIDE

"The Making Of A Field Hunter Champion"

By Loretta Briede

December 2002

There's a very natural flow to this writing. The writer is a storyteller, in the best sense of that label.

ELIZAMcGRAW

"Ways And Means"

Published in EQUUS

March 2002

Most of the reason for signed personal columns is to give the writer some freedom to express his/her opinions. This column is well written and well reasoned.



CLASS 15: EDITORIAL



(27 entries)

1st

THE CHRONICLE OF THE HORSE

"Next, The FEI Must Also Preserve The Three-Day Event"

By John Strassburger

November 1, 2002

A convincing read. The author unpeels a multi-layered issue and effectively invites readers into his own rationalization process before firming up his case with hard support from the field. His call to action is clear, and the reader is led to believe it is righteous.

2nd

THOROUGHbred TIMES

"Amy Deserves A Second Chance"

By Bill Heller

January 26, 2002

A compelling story, made more so by presenting all the hard evidence before putting Amy on the stand in the second-to-last paragraph.

3rd

FLORIDAHORSE

"What's The Problem?"

By Michael Compton

March 2002

Author makes a clear and compelling case by drawing a convincing big-picture analysis from a single event. His race-day observations and anecdotes are especially useful in helping readers see the issue at root level.

Honorable Mention

THE CHRONICLE OF THE HORSE

"Adults Just Want To Have (Affordable) Fun"

By Tricia Booker

November 22, 2002

Clean, pointed delivery helps make this piece an effective sell.

EQUESTRIAN MAGAZINE

"It Was Fun, Fun, Fun Until..."

By Alan F. Balch

June 2002

Nicely done, with an effective tone and an eloquent close. Somewhere hidden in here is a firm lecture, but it's cloaked in enough anecdotal whimsy that readers have no idea they've been lectured.

.....
**CLASS 16: ONLINE NEWS
REPORTING ARTICLE**
.....

(5 entries)

1st

EQUISEARCH.COM

"National Horse Show Leaves Garden"

By Nancy Jaffer

March 21, 2002

This is a timely look at a big story for the National Horse Show with its move out of Madison Square Garden and potentially on to Las Vegas. The writer provides a balanced look at the move, what drove it and reactions from horse owners who've been long-time participants in the event.

2nd

HORSECITY.COM

"Americans Soar As Never Before At WEG Dressage"

By Heather Bailey

September 12, 2002

A reader gets plenty of detail in this news item covering a single-day's events at the World Equestrian Games. The writer shows plenty of knowledge about the event and the riders.

.....
**CLASS 17: ONLINE SERVICE TO
THE READER ARTICLE**
.....

(3 entries)

1st

EQUISEARCH.COM

"Equine Nutrition In The 21st Century"

By Dr. Judith Reynolds

October 29, 2002 and November 26, 2002

This piece is well thought out and very well written. The subject of horse nutrition can be confusing at best and controversial at worst. The author cuts through that with informative graphics and a clean, helpful writing style that keeps the reader engaged.

.....
**CLASS 18: STUDENT
EQUINE-RELATED JOURNALISM**
.....

(9 entries)

1st

JULIE BATES

"Fostering Healing With Horses"

Published in Osprey Magazine

Fall 2002

Well written. A clear winner. The headline and lead engage the reader immediately.

2nd

KATHRYN NAVARRA

"Leadership Key To Keeping Horse Industry Vital"

Published in Livingston County News

November 28, 2002

Great column and topic. It was short, to the point and your organization allowed the key leadership qualities to stand out.

3rd

THE AMERICAN QUARTER HORSE JOURNAL

"HR Gallo Hickory"

Designer: Tina Wheeler

April 2002

A beautiful photograph complimented by classic yet simple copy sets this ad apart. It is filled with elegance that reflects in the horse.

Honorable Mention

APPALOOSA JOURNAL

"Membership"

Designer: Roger Stanton

September 2002

Very classic ad nicely designed with a beautifully photographed horse.



CLASS 22: CORPORATE/AFFILIATE ADVERTISEMENT



(12 entries)

1st

RHEA & KAISER MARKETING COMMUNICATIONS

"Gastrogard® 90% Chance"

Author: Rhea & Kaiser Marketing

Communications/Merial Limited

Published in: *The Horsemen's Journal
and The Blood-Horse*

February through December 2002

Clean, captivating photography. Clever, thought-provoking headline intrigues and engages reader. Effective use of design to move reader through the ad from the horse to the headline to the copy to the logo. Overall, well conceived.

2nd

RHEA & KAISER MARKETING COMMUNICATIONS

"Gastrogard® Rail"

Author: Rhea & Kaiser Marketing

Communications/Merial Limited

Published in: *The Chronicle of the Horse,
Equine Journal, The Horse, Discover Horses*
February through December 2002

Creative, thought-provoking headline catches attention. Clean design/layout. Engaging photography.

3rd

PFIZER ANIMAL HEALTH

"Strength, Talent & Heart: Jumping"

Author: Sue Brown

Designer: Dawn Yemma

Photographer: Cappy Jackson

Published in: *The Chronicle of the Horse,
Practical Horseman, EQUUS, Dressage
Today, The Horse*

March through June 2002

Clever concept. Engaging visual technique to emphasize headline statement. Clean layout. Effective tagline.

COVER PAGE

.....

CLASS 23: MAGAZINE COVER PAGE

.....

(circulation under 15,000 - 32 entries)

1st

HOOF BEATS

Designer: Gena Gallagher
Photographer: Harry Giglio
October 2002

A fine example how dramatic light and perfect cropping work together to create a successful cover. The simple use of typefaces and color, plus the clear masthead enhance this riveting, somewhat mysterious image.

2nd

THE AMERICAN QUARTER HORSE RACING JOURNAL

Designer: Steve Eaves
Photographer: Jennifer K. Hancock
August 2002

It's not hard to get caught up with this cover page. Overall composition is excellent. The clear masthead and tagline are easy to read, but not overpowering. All the colors work well together. Facial and eye expressions of the animals help capture the spirit of a wonderful moment.

3rd

EQUINEWS

Designer: Sheri Wood
Photographer: Catherine Bishop
April 2002

This tight image and unique angle draws the reader into the magazine. The masthead fits well into the overall composition.

Honorable Mention

CALIFORNIATHOROUGHbred

Designer: John Melanson
Photographer: Ron Mesaros
February 2002

Excellent cropping enhances overall composition. Warm sunlight on the horses, shadows and framing bring the reader into this cover. There is such a casual, peaceful feeling in this scene.

THE TEXAS THOROUGHbred

Designer: Dena Steiner
Photographer: Benoit Photo
November/December 2002

A soft background contributes to the agility and grace of this image.

.....

CLASS 24: MAGAZINE COVER PAGE

.....

(circulation 15,000 and over - 34 entries)

1st

HORSE CONNECTION

Photographer: David Charles
October 2002

From flying particles of dirt, a flowing mane and all fours off the ground, this is broadside action at its best. Excellent lighting in harsh conditions. This is such a powerful image that sticks with you for a long time.

2nd

APPALOOSA JOURNAL

Photographer: Kim Utke
Designer: Hannah Grieser
February 2002

This cover is so soothing. The light is dramatic and soft at the same time. The photographer is complimented for a strong image and being in the right place at the right time.

3rd

THE AMERICAN QUARTER HORSE JOURNAL

Designer: Brian Smith

Photographer: David Lominska

March 2002

Power, grace and soft lighting create the perfect composition for a good cover page. The type design is strong and simple and lets you enjoy the scene.

Honorable Mention

AMERICA'S HORSE

Designer: Brian Smith

Photographer: Artie Limmer

March/April 2002

This cover page features striking color and pure speed. The photographer did an excellent job capturing this image. The timing was perfect.

EQUUS

Designer: Celia Strain

Photographer: Michael H. Francis

February 2002

This entry stood out because it has a striking angle, clean composition and soft background. The photograph fits well with the overall cover design.



CLASS 25: TABLOID/ NEWSPAPER COVER PAGE



(26 entries)

1st

HORSEMEN'S YANKEE PEDLAR

Designer: William Greenlaw

Illustrator: Johnny Johnston

June 2002

Stunning example of beautiful illustration combined with a dramatic close-up that makes you want to reach out and touch the horse.

2nd

HORSE NEWS

Photographer: Brenda Rahmann

April 2002

A well-balanced page, masthead and typefaces provide a clean and uncluttered overall design of the cover. The soft tones invite you into the moment of pure pleasure.

3rd

EQUINE JOURNAL

Designer: Deanna Sloat

March 2002

Immediate impact - you could almost feel the horse breathing. Beautiful photography and excellent background color.

Honorable Mention

IN & AROUND HORSE COUNTRY

Designer: Kate Houchin

Photographer: Douglas Lees

April/May 2002

Clean, crisp masthead design. Strong photograph in dramatic black and white showing strength and power of both horse and rider.

STEED READ HORSEMAN'S CLASSIFIED

Designer: Dana M. Stillwell

Photographer: Patricia English

July 2002

Soft, beautiful, yet powerful. Clean design.

type, positioning and coordinating sidebar colors lead the eye through a well-paced nine-page design.

3rd

THE AMERICAN QUARTER HORSE JOURNAL

"You Can Bet On Burch"

Designer: Brian Smith
February 2002

Well-planned creative design that nicely blends intrigue and action to deliver a clear, consistent message. This entry is a fine coordinated team effort between writing, photography and design.

Honorable Mention

AMERICA'S HORSE

"Say Cheese"

Designer: Brian Smith
March/April 2002

Resourceful integration of a show-stopper photo with humor, simple but effective graphics, type and color.

EQUUS

"Stopping Stones"

Designer and Illustrator: Celia Strain
April 2002

Masterful handling of a technical article. Very different tone and overall effect than you would expect from an animal health story.



CLASS 29: ONE-PAGE OR TWO-PAGE SPREAD EDITORIAL DESIGN



(19 entries)

1st

EQUUS

"Table Of Contents"

Designer: Celia Strain
Photographer: Mark J. Barrett
Illustrator: Lesley Harrison
November 2002

Without question the clear winner in this category. Excellent use of color; type and photography.

2nd

QUARTER HORSE NEWS

"Littlefield Sweeps Ranch Horse Association"

Designer: Tom Geiser
Photographer: John Brasseaux
June 15, 2002

Great use of type and color. Nice photo treatment on the lead in page. A clean, colorful and attractive layout.

3rd

EQUUS

"One Hour To...A Hay Storage Checkup"

Designer and Illustrator: Celia Strain
Photographer: Christine Barakat
July 2002

Nice illustration and great layout. Really clean and makes you want to read the article.

Honorable Mention

QUARTER HORSE NEWS

"Congress Trend Setters"

Designer: Aysha Hoffman
December 1, 2002

There's a lot going on here, but the composer makes it work with appealing color and treatment.

QUARTER HORSE NEWS

"National Cowgirl Hall Of Fame"

Designer: Aysha Hoffman and Tom Geiser
Photographer: Kenneth Springer
July 1, 2002

Special subject matter deserves special treatment. This layout fits the bill with an excellent mix of photos and nostalgia.

.....
CLASS 30: EVENT COVERAGE
.....

(10 entries)

1st

EVENTING USA

"Americans Reign In Spain"

Designer: Dara Bailey

Photographer: Shannon Brinkman

The designer on this layout has made excellent use of photos that pull the reader through the feature and tell the story. This was an exciting time in the U.S. horse world.

2nd

QUARTER HORSE NEWS

"Cuttin' Idaho Style"

Designer: Aysha Hoffman

Photographer: Midge Ames

November 1, 2002

The designer has done an excellent job of overcoming the challenges of the newsprint tabloid to create an informative and good-looking design.

PHOTOGRAPHY/ILLUSTRATION

.....
**CLASS 31: PUBLICATION STAFF
BLACK & WHITE EDITORIAL
PHOTOGRAPH**
.....

(18 entries)

1st

THE CHRONICLE OF THE HORSE

"Mario Deslauriers And Amica"

Photographer: Tricia Booker

May 3, 2002

This is the best photograph, showing a horse and rider at the apex of a jump, of all the entries. It's perfectly executed, and technically superior.

2nd

THE CHRONICLE OF THE HORSE

"Tina Konyot And Abrikos"

Photographer: Nicole Lever

March 1, 2002

This photograph looks almost sculpture-like it's so sharp.

3rd

THE CHRONICLE OF THE HORSE

"Buck Davidson And Mystic Mike"

Photographer: Beth Rasin

April 19, 2002

The photographer's technique is polished and shows a firm hold on anticipation and execution. This image really depicts the unity of horse and rider.

Honorable Mention

THE CHRONICLE OF THE HORSE

"Lizzie Taylor And Revelry"

Photographer: Tricia Booker

June 21, 2002

This is a charming portrait. It's very natural, and unforced.

THE CHRONICLE OF THE HORSE

"Natalie Rhoades"

Photographer: Beth Rasin

August 23, 2002

This is a very attractive image. The reader/viewer can't help but to share in this rider's jubilation.

.....
**CLASS 32: PUBLICATION STAFF
COLOR EDITORIAL PHOTOGRAPH**
.....

(26 entries)

1st

HOOF BEATS

"Real Desire"

Photographer: Mark Hall

December 2002

The angle and composition of the photo are interesting. The technical execution was outstanding. And, add to that the incredible timing for all four hooves in the air plus the eyes of the racer...remarkable!

2nd

PAINT HORSE JOURNAL

"Jeremiah Watt"

Photographer: Ross Hecox

June 2002

This is a wonderful environmental portrait. Nice attention to the details and composition.

3rd

AMERICA'S HORSE

"Throwing A Loop"

Photographer: Jim Jennings

September/October 2002

This photograph is an excellent example of camera readiness and timing. Photographer's experience with the subject insured proper camera settings for a well-executed result.

Honorable Mention

THE CHRONICLE OF THE HORSE

"Todd Minikus And Oh Star"

Photographer: Tricia Booker

February 8, 2002

This close-up of horse and rider nearing the apex of a jump is a stunning and well-executed photograph. The image is beautifully composed and tack sharp.

PAINT HORSE JOURNAL

"JoAnne Carollo Workin'It"

Photographer: Ross Hecox

November 2002

This photograph is a wonderful example of event knowledge for a very dramatic camera position. The viewer can't help but see how the horse and rider perform as one. This is a very dynamic and powerful image.

.....
**CLASS 33: OPEN BLACK &
WHITE EDITORIAL PHOTOGRAPH**
.....

(6 entries)

1st

DOUGLAS LEES

"Take Courage – Simon Hobson"

Published in In & Around Horse Country

April/May 2002

This photograph exhibits great anticipation and execution in sport photography. Technically, this was the finest entry in its class.

2nd

DOUGLAS LEES

"Third Fence Acrobatics – Maryland Hunt Cup"

Published in Steeplechase Times

May 3, 2002

This photograph is a great example of planning and readiness. From composition to camera settings and lens, this was more than a lucky shot.

.....
**CLASS 34: OPEN COLOR
EDITORIAL PHOTOGRAPH**
.....

(14 entries)

1st

EQUESTRIAN MAGAZINE

"If The Shoe Really Fits"

Photographer: Brant Gamma

June 2002

SPECIALTY CLASSES

CLASS 37: SINGLE ISSUE/SPECIALTY PUBLICATION

(14 entries)

1st

ARABIAN HORSE WORLD

"Versace"

Editor: Joanne Fox

Designer: Patrick Walling

October 2002

This is a dramatic publication that effectively packages a magazine-quality theme with the photography and text.

2nd

THE AMERICAN QUARTER HORSE JOURNAL

"2002 AQHA World Championship
Show Souvenir Program"

Editor: Jim Bret Campbell

Designer: AQHJ Staff

November 2002

Unlike many other publications in this category, the project successfully overcame ad clutter with some strategic design elements. Overall, an extremely successful model for souvenir programs.

3rd

THE HORSEMEN'S VOICE

"Horsemen's Directory: New Mexico
2002"

Editor: Nancy Gage

Designer: Louise Casias

March 2002

This should be mandatory reading for all novice horse owners. It is a thorough, authoritative guide to both the animal and safe sporting. It's a workhorse of a publication – not glamorous, but probably one of the most service-oriented publications in the category.

CLASS 38: EQUINE RELATED BOOK

(16 entries)

1st

DAVID STOECKLEIN

"The Performance Horse – A
Photographic Tribute"

Text by Jennifer Forsberg Meyer

Photographer: David R. Stoecklein

Fall 2002

Photos throughout are stunning in detail, composition, printing, etc. The respect and love for the horses shine through, a real tribute. Just enough text to round out the tribute. Nice theme development throughout. An artistic vision that doesn't disappoint.

2nd

THOROUGHBRED TIMES

"Racing Through The Century"

By Mary Simon

October 2002

Cover is great, clearly communicates what the book is and it grabs the reader. Great use of historical photos. Well-organized. Good information without feeling overwhelmed by facts.

3rd

STOREYPUBLISHING

"Horse Care For Kids"

By Cherry Hill

Art Director: Meredith Maker

November 2002

Clear, concise cover. Excellent interior photos and illustrations. Nice balance of text and art. Great use of color throughout. Clear text for both kids and parents. Very thorough.

Honorable Mention

BLOOD-HORSE PUBLICATIONS

"Old Friends – Visits With My Favorite Thoroughbreds"

Author and Photographer:

Barbara D. Livingston

September 2002

Fabulous cover, touches the heart immediately. Love shines through the stories. Little known elements about some of these famous horses will be welcomed by fans of all ages. Nice tribute. Nice interior design.

TRAFALGAR SQUARE PUBLISHING

"Horse Housing"

By Richard Klimesh and Cherry Hill

Designer: Lynn Walker Design Studios

Photographers: Richard Klimesh and

Cherry Hill

Illustrator: Richard Klimesh

May 2002

Good cover, clearly communicates market. Good interior design, with boxes and photos breaking up text. Detailed drawings and explanations very clear. Organization good – easy to follow from start to finish.

CLASS 39: EQUINE CALENDAR

(4 entries)

1st

HORSE & RIDER

"Spirit 2002"

Text by Rene Riley

Designer: Lisa Wrigley

The Spirit 2002 calendar has a clean design and quality construction. Each photograph generates its own personality and message, while maintaining a common theme from month to month. The calendar has all the elements necessary to make it commercially viable. A predominant factor in the first place award was the amount, applicability and presentation of resources, tips and general information.

CLASS 40: ELECTRONIC PUBLICATION

(6 entries)

1st

THEHORSE.COM

Webmaster: Paul Menefee

Managing Editor: Christy West

For information on equine health care – it doesn't get any better than this Web site. Excellent search capabilities for thousands of well-categorized features. There's just enough daily content to boost frequency – and a newsletter helps to drive more visitors. Very useful directory.

2nd

BLOODHORSE.COM

Site Producer: Gordon Lester

Editor: Ron Mitchell

For Thoroughbred racing industry, it doesn't get any better than bloodhorse.com. Very clean and functional design. Great effort at keeping race results and news current, in fact the staff should be proud of the depth of categorical coverage provided.

CLASS 41: MERIAL HUMAN-ANIMAL BOND AWARD

(18 entries)

Winner

DEAN A. HOFFMAN

"Presidential Performer"

Hoof Beats

November 2002

GENERAL EXCELLENCE

CLASS 42: NEWSLETTER

(3 entries)

Winner

TBH MARKETWATCH

TBH MarketWatch provides an excellent combination of statistical information and interpretive reporting. Type font and paper stock provide excellent readability for tables and charts. Proves its value to readers by commanding a substantial price. Front-page table of contents is excellent.

CLASS 43: TABLOID/NEWSPAPER

(9 entries)

Winner

THOROUGHBRED TIMES

Strong in every field, Thoroughbred Times remains the best, with combination of content and presentation that stands above the rest. While the crisp, color art dominates the cover; it remains notable that the editors have found an unobtrusive way of referring to inside stories from the front. Then, once inside, the reader is able to easily find his or her way to and through stunning, artistic layout, handy presentation of results and TT's real hallmark, strong writing by clearly knowledgeable staffers.

Honorable Mention

HORSEMEN'S YANKEE PEDLAR

Extremely thorough publication seems to provide something for every one of its readers – and virtually all that those readers could ask for. An excellent job, from a truly elegant contents page through the easy-to-read classifieds.

CLASS 44: ASSOCIATION MAGAZINE

(circulation under 15,000 - 10 entries)

Winner

THE AMERICAN QUARTER HORSE RACING JOURNAL

Impressive, eye-grabbing, eloquent covers. Use of "Q" throughout is splendid graphic. Judicious use of boldface names and states makes for fast reading. Great editing. Sensational photography, front to back, with a beautiful blend of people and Quarter Horses.

Honorable Mention

HOOF BEATS

August issue drips with quality from cover to cover. October cover is exquisite. Excellent balance and beauty in layouts throughout. An outstanding publication.

THE TEXAS THOROUGHBRED

Fantastic cover photos, and excellent use of cover blurbs. Quality look throughout.

CLASS 45: ASSOCIATION MAGAZINE

(circulation 15,000 and over - 7 entries)

Winner

THE AMERICAN QUARTER HORSE JOURNAL

Comes close to being a perfect publication. Reeks of quality throughout. Attractive, appealing, artistic covers. Stylish "Q" is an immediate identifying brand, sort of like a leaping deer in the tractor world. Writing is crisp, definitive, and descriptive.

Honorable Mention

THE BLOOD-HORSE

“Jewels of the Triple Crown” is a fantastic feature, as tasty as the mint juleps and crab cakes that are a part of the story. Final Turn is a good-looking editorial page, with a pleasant photo of the editor/writer. Departments keep readers coming back. Features include strong personality photos of people and horses.

PAINT HORSE JOURNAL

Brilliant, colorful covers befit the breed. Magazine has an overall clean, attractive feeling. Wonderful color images of owners, breeders and their horses throughout. Layouts blend sensational shots with well-written copy, thoughtful design. Plenty of regular columns to please readers.

CLASS 46: STATE OR REGIONAL PUBLICATION - ANY FORMAT

(5 entries)

Winner

MID-ATLANTIC THOROUGHBRED

The cover story, “Racing’s Great Mystery Man,” was by far the best in the contest. Great writing with a cutting edge, photos with a passionate feel. Facts, figures galore in every issue. Good overall balance.

Honorable Mention

CALIFORNIA THOROUGHBRED

Exceptional coverage of California races. Late-breaking and short items in front-of-book are easy to read. Katey Barrett’s “Images of Cal Cup” are superb. Strong articles on horse husbandry, management.

CLASS 47: SELF-SUPPORTED MAGAZINE

(circulation under 15,000 - 6 entries)

Winner

WESTERN & ENGLISH TODAY

Solid, consistent magazine. Good charts and graphs in the industry report. The editor and art director work hard at making this magazine look and read well.

Honorable Mention

ROCKYMOUNTAIN RIDER MAGAZINE

Very nice cover illustrations lend to the character of this magazine. The magazine has a consistency with spacing and graphics that clearly separates editorial from advertising. Stories are fun and informative.

CLASS 48: SELF-SUPPORTED MAGAZINE

(circulation 15,000 and over - 9 entries)

Winner

EQUUS

Wonderful magazine. Interesting stories that are well presented. Thoughtful graphics that add to the editorial. Very up-to-date. Great covers with editorial and type that ties everything together.

Honorable Mention

HORSE & RIDER

The design is perceptive and has a classic, timeless look. Easy to distinguish advertising from editorial. A fun magazine. Includes surprises, which is always a good quality. Very clean and pleasant. Great illustrations. Beautiful typography. What you expect a horse magazine to be.

OVERALL PUBLICATION

Winner

THE AMERICAN QUARTER HORSE JOURNAL

This category is extremely difficult to judge because every entry was excellent. AQHJ is the overall winner due to its excellence in every level

of editorial criteria. The length and breadth of well-written articles, the variety of story selection ranging from western art to horse health and everything in between, the excellent presentation and design which really help differentiate the editorial from the advertising — all contribute to its superiority.

NOTE: All honorable mentions are listed in alphabetical order. Class 19, Publication Staff Black and White Advertisement, Class 26 Black and White Editorial Design, and Class 36, Student Photography were cancelled due to insufficient entries.

2003 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 bio-monthly 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 American* while there. She enjoys trail riding Missouri fox trotters.

Kate Siegel Bandos

With more than 30 years of book promotion experience, Ms. Bandos has worked with hundreds of publishers and authors, and dealt with a wide array of media people. Since the formation of KSB Promotions in 1988, she has primarily worked with independent publishers and self-published authors, helping them garner media exposure. Key projects for Meredith Books on *The Home Depot's 1-2-3 Series*, *Better Homes & Gardens Making A Home*, and other titles adds an interesting balance. Prior to the formation of KSB Promotions, Kate was publicity director for several mid-size publishing companies including M. Evans & Company (NYC), Globe Pequot Press (CT) and Pelican Publishing

(LA). Kate, along with her partner/husband Doug, handles national, regional, and local campaigns designed to fit each publisher's specific needs and budgets. They work with non-fiction titles only, specializing in cookbooks, travel guides, parenting, gardening, home how-to, consumer health, select children's books and other general lifestyle books.

Kathleen Barczak

Ms. Barczak attended Mount Mary College as a Layton Art Scholar and graduated with a degree in graphic design. She began her career at Sight N' Sound, a division of Western Publishing, where she experienced the fine art of illustration, design and layout. Searching for a change in perspective, she transitioned to GMR Marketing in New Berlin, Wisconsin as the art director. She built a two-person design team into a ten-person Creative Services Department while serving in a management role. She has forever maintained her love for design and after leaving GMR, she has for the last two years established her own free-lance company, Kathleen Barczak Design, LLC. She also stays very active by raising five-year-old twins and a one-year-old.

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 Editor's Association. Jeanne resides in Wisconsin where she enjoys the sport of eventing.

Darrell Bruggink

Mr. Bruggink is a public relations writer and account supervisor for Bader Rutter & Associates in Brookfield, Wisconsin. Prior to working in his current position, Darrell wrote for several newspapers and specialty publications, including magazines in the horse industry.

James H. Charlton

Mr. Charlton is the owner and president of Charlton Photos, Inc., a twenty-two year old company specializing in agricultural stock photography, stock video, video production and location photo assignments. He has been a member of the National Agri-Marketing Association for eighteen years, and has won numerous awards for photography and video production work. Although the day-to-day responsibilities of running a business are rewarding, his real passion remains in getting out into the country and creating images with residual income potential and lasting impressions. To all the participants, keep shooting!

Christy Couch Lee

Ms. Lee is the media/communications specialist for the Illini Union at the University of Illinois at Urbana-Champaign. Previously, she was the managing editor of *Homestead* magazine, a John Deere publication with a circulation of more than 100,000. She began her career as a field editor for *The Quarter Horse Journal* in Amarillo, Texas. Christy holds a bachelor's degree in agricultural communications from Oklahoma State University, and has won numerous national awards for her writing and photography. Although she owns no horses herself, Christy loves to cheer her younger brother on as he competes in PRCA team roping.

Bill Fleming

Mr. Fleming spent 30 years in livestock publishing, first as managing editor of *BEEF* and editor of *National Hog Farmer*. When he retired, he was Editorial Director for the two magazines. He has been named both a Master Writer and a Master Photographer by the American Agricultural Editors Association and is a past president of both AAEEA and the Livestock Publications Council. He holds a B.S. in agricultural journalism from Iowa State University.

Frederick D. Goss

Mr. Goss has been editing, marketing and publishing newsletters since 1969. He spent 15 years as Executive Director of the Newsletter Publishers Association. The author of "Success in Newsletter Publishing, A Practical Guide," he currently serves as a newsletter publishing consultant and as contributing editor to the "bible of the industry," The Newsletter on Newsletters.

Sue Hakola

Ms. Hakola returned to college at age 32 after many years as an operating room trauma nurse. She graduated from Ohio State University with a degree in medical illustration and started a freelance business in medical and veterinary anatomy and illustration in 1991. In 1995, she formed Equistar Publications, Ltd. to produce the *Illustrated Atlas of Clinical Equine Anatomy and Common Disorders of the Horse*. She is co-owner, manager, and sole veterinary illustrator for the company. She has won numerous awards with the equine books and has artwork on permanent display in the Smithsonian Institute and in museums in Japan, Germany and Great Britain.

John Harvey

Mr. Harvey, a veteran farm writer and public relations manager, has more than four decades of experience. He served as an ag editor at state, regional and national magazines, including *Successful Farming* and *Farm Journal*. He was a key player in USDA's Bicentennial Yearbook of Agriculture, and received various awards and citations from the American Ag Editors, Ag Relations Council, Farm Broadcasters, Agrimarketing Association, Commodity groups and his alma mater, the University of Missouri-Columbia. He was public relations manager for DuPont Agricultural Products, and for many years served as a judge for the Oscars in Agriculture awards. His firm, John Harvey Communications, serves several clients with agricultural interests. He created the Classic Farm Tractors calendar, one of the most popular calendars in the country, and operates a business for vintage tractor enthusiasts that includes hosting tours to England and Europe. John and Carol, his wife of 42 years, reside in Wilmington, Delaware. They have three grown children and four grandchildren.

Don Henning

Mr. Henning has been involved in a variety of communications endeavors over the past 40 years. Starting as a staff writer in the advertising

department at DeKalb AgResearch, Inc., he moved on to become manager of public relations. In a brief stint with a Chicago area-advertising agency, he wrote and developed several award winning ad campaigns. Now semi-retired, and a consultant to business, Don spent 20 years with Johnson Hill Press, a trade magazine publisher in Fort Atkinson, Wisconsin. He was involved in every aspect of publishing, as writer, as editor, as publisher and retired as Executive Vice President.

Wes Ishmael

Mr. 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.

Amy Knapp

A 1987 graduate of Western Michigan University, Kalamazoo, Michigan, with a Bachelor of Science Degree in Criminal Justice and Social Work, Ms. Knapp began her career as the administrator of a residential facility for suicidal adolescent females. A full-time training position within the same organization eventually led her to the business world where she started writing and facilitating courses on sales, confrontation and time management. In 1991, Amy left social work and joined forces with two other very talented women to form Concept to Promotion, a specialty advertising company. Within five years, sales had exceeded a million dollars a year and Amy was doing national and international promotions for large corporations headquartered in Michigan. Six months after starting this business, Amy married her husband Dave and in 1993, their son Kyle was born followed in 1995 by daughter Natalie. When Amy was struggling to get her family organized after she became a full-time stay-at-home mom, she never imagined that her ideas would turn into a successful business venture. Frustrated with various methods of keeping track of appointments, errands, and schedules, she created The Family Organizer that was introduced at the Book Expo in Los Angeles (April, 1999). Today, Amy is still a stay at home mom and says that creating The Family Organizer has been a wonderful diversion to the

everyday activities around the house, as well as a major tool in keeping her organized enough to meet all of her responsibilities and still enjoy life.

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 report and an assistant news editor. He is also a member of the Board of Directors of the New England Society of Newspaper Editors.

Bill Laste

Mr. Laste has 20 years of experience in trade magazines, newsletters and newspapers. He is a past editor and reporter for the *American Farriers Journal*. Currently, he is a senior editor with Northbrook Publications in New Berlin, Wisconsin.

Kurt Lawton

Mr. Lawton is an award-winning freelance agricultural journalist with more than two decades of experience – ranging from Editor of *Farm Industry News* to Content Director at Rooster.com. His love for horses began during his rural Iowa youth and continues today on their horse ranch outside the Twin Cities.

Laura Leach

Ms. Leach is a senior designer with Catral Doyle Creative Co., a firm specializing in print design. Prior to this, she was principal of her own successful design studio, Art Haus Creative, for eleven years. Early in her career she worked in both advertising and publishing. Laura received a B.A. in Fine Arts with an emphasis in communication from Carroll College. She instructs and lectures about visual communication.

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. Katherine 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.

Karen McMahon

Ms. McMahon is editor of *Farm Industry News*, headquartered in Minneapolis, Minnesota. This magazine focuses on new products and technology for 250,000 farmers in the Midwest. She has written for several other agricultural publications over the past 20+ years, as well as entered many editorial contests in that time. So she knows what everyone is going through during the awards presentations. Karen was raised in northwest Iowa on a corn/soybean farm with cattle, hogs and one horse. She and her husband are still partners in a family farm.

Julie Orchard

Ms. Orchard is a senior associate at Morgan & Myers, a public relations agency that is well versed in animal agriculture. Julie has put her skills to work for clients such as Pharmacia Animal Health, Novartis Animal Vaccines, Altria Group, Inc., and Monsanto. She formerly served as editor for *Feed & Grain* magazine published by Cygnus Business Media. Prior to that, she was an associate editor of *American Farriers Journal* published by Lessiter Publications. Julie is a member of the Public Relations Society of America and National Agri-Marketing Association. Julie earned a Bachelor of Science degree in agricultural journalism and dairy science at the University of Wisconsin-Madison. She went on to earn a Master of Science degree in communications from the University of Wisconsin-Whitewater in May 2000.

Harlen Persinger

Mr. Persinger's involvement with agricultural photography spans more than 30 years. During that time, he has worked in the field of public relations and served as a photojournalist for numerous companies including Cenex Harvest States – Land O' Lakes, Cash-IH, Valmont Irrigation, Dow AgroSciences, IMC Global, A.O. Smith Harvestore, Clark-Melroe and Funk Seeds. Many of his photographs have graced the covers of ag publications. In 1989, he was one of 100 photographers selected to participate in an assignment covering agriculture in the states. A dozen of his images appeared in the book, *Country USA/24 Hours in Rural America*. As a 25-year member of the American Agriculture Editors' Association (AAEA), he has captured more than 65 awards in this group's annual photo competition. In 2000, he received the organization's highest honor: AAEA Photographer Of The Year. Harlen grew up on a dairy farm in north central Iowa. Today, he

continues to operate that enterprise growing corn and soybeans. He graduated from Iowa State University and hold degrees in Ag Journalism and Dairy Science. For the past 24 years, he has been employed at a full-line marketing communications agency in Brookfield, Wisconsin.

Arthur Romani

Mr. Romani started his career as a commercial artist in Chicago, later opening his own design studio, specializing in retail and industrial layout. Art found sales and dealing with the customers more to his liking than being office-bound, so he switched gears to account executive. He retired after 35 years as account executive and is an accomplished watercolor artist. He has previously owned horses and is especially fond of the Arabian horse breed.

Ron Ross

Mr. Ross is editor of *Apply*, a Primedia business magazine serving the agricultural retailing industry. He earned a B.S. degree in agricultural journalism from South Dakota State University. His award-winning career includes time served as associate editor of the *Farmer* and editor of *Irrigation Age*, at Webb Publishing Company. He also developed major public relations campaigns at Swanson Rollheiser Holland, Inc. in Omaha, Nebraska and Miller Meester Advertising in Minneapolis, Minnesota.

Scott Advertising

Jon Haven is Senior Art Director for Scott Advertising, Milwaukee, Wisconsin – a full service marketing communications agency. He has over 10 years experience in retail, business-to-business and corporate advertising. He is an award-winning designer, illustrator and art director. He began his career as a graphic designer with H2D Design & Advertising. He has considerable experience in equine product advertising and marketing.

Robert Send is Creative Director for Scott Advertising with nearly 25 years experience as a designer and art director in retail and business-to-business advertising. He is the winner of numerous advertising awards, including Addys, Tellys and countless others and has substantial experience in equine product advertising and marketing.

Chris Kosch is Associate Creative Director for Scott Advertising with nearly 10 years experience as an award-winning retail, business-to-business and corporate advertising copywriter. He also has considerable experience in equine product advertising and marketing.

Linda H. Smith

Ms. Smith is Managing Editor of *Top Producers* magazine, a national publication for commercial farms 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.

Alfred T. Spada

Mr. Spada is executive editor of *MODERN CASTING* and *Engineered Casting Solutions*, magazines serving the metal casting industry. He has been with those trade publications for six years. Prior to that, he spent two years as a member of the editorial staff for *Pro Football Weekly* magazine. Spada is a graduate of Northwestern University.

Marcia Zarley Taylor

Ms. Taylor is a Des Moines, Iowa native with 20 years experience in farm policy, agricultural finance, and environmental reporting. She graduated with a BS in agricultural journalism and agronomy from Iowa State University in 1978, but her "graduate school" experience was reporting farm policy during a six-year assignment as Farm Journal's Washington, D.C. editor during the 1980s. In 1988, she took a break from official duties to serve as a visiting professor in agricultural journalism at the University of Missouri. Since 1990, Marcia has served as editor of *Top Producer*, Farm Journal Publishing's business magazine for 200,000 executive farmers. The publication has often been called the "Fortune" magazine of farming and champions the cause of farming as a business. Its target readers are the entrepreneurs and leaders of commercial agriculture. While Marcia reports on a wide variety of economic and trade issues, she is probably best known for her coverage of the Brazilian frontier. Since 1998, she has

logged more than 70,000 air miles during four trips to the world's most remote farming region. In 2002, she received a Jesse Neal Award for excellence in business journalism from American Business Media, an association representing the nation's 1,200 business magazines for her series, "Brazil: The Competitor You Can't Ignore." The North American Agricultural Journalists Association selected her as its Glenn Cunningham Memorial Writer of the Year 2002 for the same project. In addition, the American Agricultural Editors Association has honored Marcia three times as its Writer of the Year.

Willie Vogt

A 22-year veteran agricultural journalist and magazine editor, Mr. Vogt has covered a wide range of topics. He's been involved in major magazine makeovers, and more recently has been a leader in ag-focused Internet content. He has been on the technology, machinery and Internet "beat" for *Farm Progress* since 1991 as a freelance writer, and joined the company in 1996 where he was technology editor until 2000 when he was named E-Content Director. As E-Content Director, Willie oversees the *Farm Progress* effort to provide content to Web sites for the company's 18 state and regional farm publications and five major farm shows. He also continues to write about technology issues for the 18 state farm magazines the company produces. Willie is the immediate past president of the American Agricultural Editors' Association. He is a 1980 graduate of Iowa State University, where he majored in journalism.

Mark Wright

Mr. Wright is the owner and founder of Halcyon Design LLC, a twenty-four year old advertising, graphic design, and marketing firm located in Montgomery, Alabama. Mark holds a B.S. degree in Business Administration and Marketing from Troy State University. Mark and his wife, Cathy, have worked together in the graphic arts industry for twenty-three years. They have four children.



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