2004 Annual Awards Program

For material published in 2003

Awards Banquet & Presentations
June 12, 2004 ~ Lexington, Kentucky
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EDITORIAL CONTENT

Class 1: News Reporting (circulation under 15,000 – 20 entries)

1st
Mid-Atlantic Thoroughbred
“The Bet That Rocked The Racing World”
By Bill Heller
March 2003
This writer approached a wide-ranging story and made it cohesive and readable. While a reporter isn’t supposed to be the story, in this case it was unavoidable and the combination of news story and sidebar is unbeatable. If a reader knew nothing about the Pick 6 scandal, this story would have all the answers.

2nd
Stephanie Stephens
“Anything Goes”
Published in Western & English Today May/June 2003
What must have seemed like a pedestrian assignment on writing about tack was tackled with enthusiasm. Cute lead, solid quotes and information throughout. Every writer should approach a “bonny” topic this well.

3rd
Mid-Atlantic Thoroughbred
“Funny Cide Takes Aim On Triple Crown”
By Sean Clancy
July 2003
Funny Cide’s story was well documented in 2003, but this writer gives it a fresh feel with “you are there” drama in the lead. Great job of making the principals come alive with economic yet vibrant descriptions and choice of quotes. Sidebars all complement the main story beautifully.

Honorable Mention
Cutting Horse Chatter
“Three’s A Charm”
By Sally Harrison
September 2003
Liked the use of alliteration in the lead. Good job of reporting on the event and giving the reader a sense of this horse’s personality through the rider’s quotes.

Fauquier Times Democrat
“Lord Kenneth Rules”
By Betsy Parker
October 22, 2003
Nice pacing in lead almost sets up a galloping pace in the reader’s mind. Good race description and painless information on an unusual sport that might be unfamiliar to some readers without condescending to those “in the know.”

Class 2: News Reporting (circulation 15,000 and over – 21 entries)

1st
The Horse
“Sabotaged Saddlebreds”
By Stephanie L. Church
September, October, December 2003
Clear and dynamic lead paragraph gets the reader involved quickly and the quote from the vet in the second paragraph keeps the story moving. Writer does a good job of explaining medical terms. Economic writing.

2nd
California Horse Journal
“Thousands Of Horses Evacuated In Southern California Fire Zones”
By Daniel Lew
November 6, 2003
Comprehensive news story on a catastrophic event. No wasted words and no unanswered questions. A good read.

3rd
California Riding Magazine
“The Fires”
By Len Judd, Erin Gilmore, Kim Miller, Mary Welch
December 2003
The “as told to” accounts are gripping. Good work by this staff.

Honoroble Mention
The Chronicle Of The Horse
“Sereni Designs His Own Victory In The ASPCA Maclay”
By Tricia Booker
November 14, 2003
This writer did a good job of bringing the Maclay finale to life. Also, an excellent job of interviewing since the quotes elicited from the riders give insight into the event and their horses. Writer maintains the pace through a lengthy story.

Thoroughbred Times
“NTRA Fifth Anniversary Package”
By Michele MacDonald and Tom Law
March 29, 2003
Good lead and the stage is set in just three well-written paragraphs. Comprehensive package. Not a thrilling topic but the writer approached it with energy and the result shows.

Class 3: Instructional Single Article (27 entries)

1st
Appaloosa Journal
“Eight Ways To Conquer Show Nerves”
By Sushil Dulai Wenholz
May 2003
Good first sentence, and the rest of the paragraph does a good job of telling the reader what the article is about. Writer did a good job of establishing her sources’ credentials in the article. Well written and concise.

2nd
Horse & Rider
“7 Days To A More Responsive Horse”
By Dana Hokana and Sue Copeland
December 2003
Short, punchy sentences and concise writing. The consistency in approach explained the assignment and then explaining why it helps the horse’s responsiveness made this a very readable and useful article.

3rd
Cutting Horse Chatter
“Anythings Goes”
Published in Cutting Horse Chatter May/June 2003
What must have seemed like a pedestrian assignment on writing about tack was tackled with enthusiasm. Cute lead, solid quotes and information throughout. Every writer should approach a “bonny” topic this well.

Class 4: Instructional Series (7 entries)

1st
Western Horseman
“Backcountry Basics”
By Jennifer Denison
January through December 2003
This series is concisely written front-to-back and the consistent design through all 12 give the reader the reassurance to know they’re re in the right place.

2nd
Stable Management
“Horse & Rider”
By Lynda Cameron with Stacey Wigmore
February 2003
The lead sets up the story nicely. The body of the text explains the ideas concisely.

Honoroble Mention
Stephanie Stephens
“School Days: Get An “A” In Horse Hunting”
Published in Stable Management April 2003
Good article with lots of general tips on finding a school horse. The sidebar was interesting and very appropriate to the main article. Writing is clear and concise.
Class 6: Horse Care
(circulation 15,000 and over – 30 entries)

1st
Practical Horseman
"Nip Colic In The Bud"
By Midge Leitch, VMD, Dipl. ACVS, with Kip Goldreyer
May 2003
There is a lot of information here, but the writers kept it easy to read all the way. Good job of leading the reader through the proper steps to take and those to expect during a stressful time. Easy to read and understand, great advice written conversationally.

2nd
Equestrian Retailer
"5 Ways Your Customers Are Changing"
By Juli S. Thorson
July 2003
A fun read that provides valuable information to the targeted audience. I found myself personally relating to the demographic categories outlined in the article. Witry subtitles draw the reader in to the next category.

3rd
Equestrian Retailer
"Brand Logic"
By Teresa Jascob
March 2003
Good, vivid writing. The topic was well researched with several sources. The sidebars add to the readers’ understanding of ways to incorporate the information into their businesses.

Honorable Mention
Equestrian Retailer
"Catch As Catch Can"
By Jennifer Williams, PhD.
September 2003
Utilizing sideheads to detail each technique in the article provides easy-to-read advice that’s simple to implement by many horse owners having difficulty catching their horses. The “catchy” title...

Class 7: Service To The Reader
(circulation under 15,000 – 20 entries)

1st
Quarter Horse News
"The Fatal Flaw"
By Katie Tims
December 1, 2003
A clear-cut winner in this category. This article was extensively researched, and covers the topic from a wide range of views, including the general horse owner, trainers, breeders and researchers. This article will be reread and referenced many times as an early solid source of information on HERDA.

2nd
Equestrian Retailer
"5 Ways Your Customers Are Changing"
By Juli S. Thorson
June 2003
A clear-cut winner in this category. This article was extensively researched, and covers the topic from a wide range of views, including the general horse owner, trainers, breeders and researchers. This article will be reread and referenced many times as an early solid source of information on HERDA.

3rd
Equestrian Retailer
"Catch As Catch Can"
By Jennifer Williams, PhD.
September 2003
Utilizing sideheads to detail each technique in the article provides easy-to-read advice that’s simple to implement by many horse owners having difficulty catching their horses. The “catchy” title...

Honorable Mention
Equus
"The Power Of Poles"
By Ross Hecox
May 2003
A catchy lead draws the reader into the article from the start. The writing is solid and the use of descriptive quotes throughout makes the reader feel they are getting a private lesson with the trainer.
draws the reader into the article, and the author’s personal story in the introduction and conclusion proves success is just around the corner.

Honorable Mention

Kara Stewart
“Beyond Goodbye”
Published in *Horse Illustrated*
December 2003
Poignantly written, this article does an excellent job presenting the facts and practicalities of euthanasia. Throughout the story, the author addresses important considerations while also presenting the positives of such a difficult decision.

Western Horseman
“Pasture Poison”
By Dwight Bennett, D.V.M., Ph.D.
March 2003
A dramatic lead paragraph captures even the most indifferent reader from the start. The vivid details and excellent sidebar coupled with sound writing proves this entry is worth top honors in a very competitive class.

Class 9: Personality Profile
(circulation under 15,000 – 30 entries)

1st
Pennsylvania Equestrian
“He Put The Life Back In Me”
By Stephanie Shertzer Lawson
June 2003
What a neat story this one is, about a handicapped lady and a wild horse.

2nd
Hoof Beats
“A Hollywood”
By Nicole Kraft
July 2003
A good solid story. Highly readable. Flows well. Quotes used well. Leaves the reader wishing they knew the guy.

3rd
Hoof Beats
“A Sportsman Of The Highest Integrity”
By Dean A. Hoffman
August 2003
Now by golly, here’s a story for you. I can’t imagine a better personality profile for a magazine aimed at horse people. Skillful use of humor. Well-crafted stuff.

Honorable Mention

Equestrian Talk
“Jennifer Leroy Maintains Her Passion For All That Is Equestrian”
By Nancy Jaffer
December 2003
This is a really good personality profile. Well constructed. Good flow. Good use of quotes. Riveting subject. Just right.

The Horsemen’s Voice
“Karen Reyer”
By Nancy Gage
March 2003
The story is well written. Among the best in the contest from magazines of any size. Good use of quotes to paint a clear picture of Ms. Reyer.

Class 10: Personality Profile
(circulation 15,000 and over – 43 entries)

1st
Paint Horse Journal
“A Charmed Life”
By Jennifer Nice
August 2003
A judge could run out of adjectives in this contest. This is a very good story, displaying all the skill the writer will ever need to succeed in any publication.

2nd
Paint Horse Journal
“Sworn To Serve”
By Paul A. Canada
August 2003
This profile is a true profile. It has the most skillful use of quotes in the class and it centers on the subject. It flows well, stays on interesting subjects.

3rd
Horse & Rider
“Talk About Savvy!”
By Jennifer Forsberg Meyer
October 2003
Talk about a thorough story. It gives readers a good look at the personality behind it all.

Honorable Mention

The Chronicle Of The Horse
“Gillian Clissold Is Driving Her Sportscar Through A Second Adolescence”
By Beth Rasin
November 21, 2003
This writer used the subject’s own words to tell this story, rather than punting with “she’s great” kind of quotes from her friends and the writer. I guess it’s easy when you have a subject this quotable and likeable. Nonetheless, it’s a grand story.

Class 11: Feature Article
(circulation under 15,000 – 31 entries)

1st
Western & English Today
“Generation Next?”
By Karin Winegar
September/October 2003
This article earned top honors because it’s smart, timely, informative and very well written – and, most important, it deals with a topic that is relevant to the horse industry, as a whole. The writing is concise, targeted, confident, clean and engaging. The lead sets up the main point of the article, and the challenge/solution structure doesn’t just examine or define the industry problems, but actually offers smart solutions for overcoming them.

2nd
Cutting Horse Chatter
“The Cattle Guy”
By Ross Hecox
December 2003
This article has all the characteristics of a strong feature article: a unique topic, great details, strong storytelling, effective pacing and multiple perspectives. It’s obvious that this writer is a good reporter and highly capable writer.

3rd
The Texas Thoroughbred
“Queen Of Hearts”
By Kevin Robbins
May/June 2003
There were several well-written articles about past racing heroes/stars/champions in this category, but what set this one apart was that it wasn’t simply the historical flashback article: instead it had a timely connection. The lead effectively draws the reader in and establishes the timely relevance of the article; then the writer fills the piece with engaging storytelling, full of vivid details about this very interesting subject.
Honorable Mention
Cutting Horse Chatter
“They Broke The Mold With Kingstream”
By Sally Harrison
October 2003
The lead is engaging and compelling and the writing never falters. The article’s flow is seamless, with strong and tight transitions, and the writer skillfully integrates quotes with exposition, weaving a narrative that never loses the reader’s attention.

Mid-Atlantic Thoroughbred
“Race Track Clockers Aren’t What They Used To Be”
By Sean Clancy
March 2003
The opening paragraphs of this article are excellent; the writer really engages the readers, drawing them into this feature that examines a unique topic that is enhanced by the writer’s wonderful flair for writing. The writer is a master at tight description.

Class 12: Feature Article
(circulation 15,000 and over – 38 entries)

1st
Equus
“Riding Quicksand”
By Elizabeth B. Herman
November 2003
Compelling narrative, with vivid imagery that captures reader’s complete attention and draws them ever deeper into the story. Continued faith in horses as healers and horsemanship as therapy, despite dire situation, is inspirational. Writer has gift for word choice and a distinct style that touches both mind and heart.

2nd
Thorobred Times
“Racing Fan’s Guide To Seabiscuit”
By Michele MacDonald
July 19, 2003
Writer exhibits excellent craftsmanship and a style that is crisp, clean, and filled with imagery and emotion. Rich with anecdotes and colorful details, this article draws readers in and entertains in every paragraph, giving the piece a positive spin without shying from the more difficult aspects of making a horse movie.

3rd
Thorobred Times
“Custer’s Last Horse”
By Maryjean Wall
April 26, 2003
Draws reader right into the 1870’s and keeps him there. Well-written and well-researched, with excellent descriptions of place and time and good development of characters long dead – but somehow alive in print. A compelling story of a complicated man, his date with tragic destiny, and the horse that carried him there.

Honorable Mention
Paint Horse Journal
“There’s No Business Like Show Business”
By Breanne Hill, Paul A. Canada, Rebecca Overton, Dan Streeter, Laura Jesberg, Jennifer Nice
September 2003
Superb interviewing skills and excellent use of anecdotes raise this standard event coverage article to a higher plane. A collaborative piece, it manages to cover the many basic requirements of this type article while managing to keep the reader’s attention and capture his emotional response – a particularly difficult and remarkable feat when covering an event held year after year after year.

Class 13: Personal Column
(circulation under 15,000 – 14 entries)

1st
The Texas Thoroughbred
“Labor Of Love”
By Merri Melde
September/October 2003
A wonderful fluid writing style is on display here.

2nd
Quarter Horse News
“From The Editor”
by Glory Ann Kurtz
September 15, 2003
The worst memories truly do make for the best anecdotes. This story is humorous and at times gut wrenching.

3rd
Equine news
“Welcome Shout – It’s About Time”
by Mark Llewellyn
April 2003
A welcome article that proves the old adage the best things come to those who wait and wait and wait . . . .

Western Horseman
“Close To The Land”
By Holly Endersby
July 2003
Writer takes reader right along to this high desert country and plunks him down in the middle of a big family with a bigger heart. This is a top-notch example of this often-seen type of ranch profile, with excellent use of imagery, active verbs and interesting style. Writer is not afraid to push the envelope a little, touching on both the pain and joy encountered, while teaching the reader about modern day changes in ranching as well.

Class 14: Personal Column
(circulation 15,000 and over – 24 entries)

1st
The Sentinel
“Angel In The Outfield”
By Sandy Kucharski
August/September 2003
The article may have been about a typical summer evening, but it was anything but typical. It serves as a reminder without sounding like a sermon and makes its point with plain, poignant prose.

2nd
Thorobred Times
“Tribute To John Harrell”
By Jennie Rees and Mark Simon
April 12, 2003
A moving tribute to a writer who’s dedication to the sport was boundless. Like Harrell, the writers really did their homework.

3rd
Horse Illustrated
“My Problem Child”
By Cindy Hale
April 2003
The author really brought the personality of this horse to the page. The story reminds the reader just how strong the bond between human and animal can be.

Honorable Mention
Covertside
“If I Can Hunt, Perhaps You Can, Too”
By Joe Hoffman
July 2003
What an inspiration. I caught myself reading parts over, I was so awed by the tale. Truly an eye-opener.

Thorobred Times
“Last Of The Titans”
By Mary Simon
June 21, 2003
A wonderful reminder of how the smallest things can trigger the best memories.
Class 15: Editorial
(24 entries)

1st
The Chronicle Of The Horse
“A Judge Makes A Statement”
By John Strassburger
July 4, 2003
A very strong column that takes a unique perspective – defending a judge whose marks disagree with other judges. The columnist, like the judges, takes a different stance than the usual.

2nd
The Chronicle Of The Horse
“Jumping Isn’t Just About The Numbers”
By Mark Simon
May 24, 2003
A very strong stance that takes the Miami Herald to task for publishing its post-Derby “scoop.” This article contains specifics leading up to the accusation and the resolution. A strong concluding point. This editorial takes a stance and proves it.

3rd
Thoroughbred Times
“Timid Industry Abets Irresponsible Story”
By By Mark Simon
May 24, 2003
A very strong and logical editorial stance. This makes a lot of sense. The analogy to 1+1=3 works very well and provides the writer a neat ending. The article provides ample background for the discussion.

Honororable Mention
Equestrian Magazine
“1+1=3”
By By Brian Sosby
July/August 2003
A very strong and logical editorial stance. This makes a lot of sense. The analogy to 1+1=3 works very well and provides the writer a neat ending. The article provides ample background for the discussion.

Class 16: Online News Reporting Article
(9 entries)

1st
EquiSearch.com
“Postcard: U.S. Dressage League Finals”
By Nancy Jaffer
February 23, 2003
The author provided an insightful look at the U.S. League Finals for the Dressage World Cup. The piece was concisely and cleanly written, with an appealing blend of fact and feature that enticed the reader to want to know more. The article was an excellent review of a timely and exciting equine event.

2nd
HorseCity.com
“Nova Top Blooms For Dutton At Foxhall Cup”
By Heather Bailey
April 24, 2003
The piece presented the results of the Foxhall Cup in a straightforward formar that appealed to the reader on an emotional level. The author expertly used quotes from participants and necessary background information to culminate in a thorough appraisal of the event from a participant’s perspective.

ADVERTISING DESIGN

10 11
Class 22:
Magazine Cover Page
(circulation under 15,000 – 31 entries)

1st
Arabian Horse World
Designer: Melanie Gleason
Photographer: Scott Trees
June 2003
Beautiful cover. Great use of type – subtle, not overbearing. The combination of photograph and typography form a dynamic, subtle and beautiful cover.

2nd
Arabian Horse World
Designer: Melanie Gleason
Photographer: Nasr Marei
May 2003
The photograph is very nice. The typography is subtle and effective. Everything about this cover is carefully thought out and aesthetically pleasing.

3rd
Hoofcare & Lameness
Designer: Fran Jurga
Photographer: Zena Holloway
September 2003
Very nicely designed cover. The photo is dynamic and eye-catching. The use of negative space in the masthead and photograph provide a pleasing and aesthetically interesting design.

Honorable Mention
Paint Horse Journal
“Florida Paints”
Designer: Kelly Wise
July 2003
This clever ad has tons of stopping power. The reader finds out quickly what is being sold and the idea works nicely with the visual.

Paint Horse Journal
“Tightening Your Belt This Year?”
Designer: Kelly Wise
December 2003
A nice visual pun is carried out with good photograph and the help of a witty headline. The double entendre in the sub-head is a nice bonus and it’s clear what is for sale.

Class 23:
Magazine Cover Page
(circulation 15,000 and over – 28 entries)

1st
Equus
Designer: Celia Strain
Photographer: Mark J. Barrett, Punchstock
October 2003
Beautiful photograph. Elegant typography. Well designed. Professional and well thought-out in all respects.

2nd
Horse Connection
Photographer: Arnd Bronkhorst
March 2003
The integration of the photograph to the masthead is excellent. It further reinforces the humor of the cover.

3rd
Paint Horse Journal
Designer: Kelly Wise
Photographer: Charles Mann
August 2003
Very eye-catching cover. The photo is especially nice. The cover blurb is handled well.

Class 24:
Tabloid/Newspaper Cover Page
(22 entries)

1st
Equine Journal
Designer: Deanna Sloat
December 2003
This is a winner in virtually every way: A rare combination of intensity and action that doesn’t overwhelm the stately invitation for the reader to venture inside.

Honorable Mention
“Thanks For Com En”
Designer: Paul Zinn
July 2003
This ad not only communicates clearly with its simple headline, but also has stopping power with its beautiful visual. It clearly communicates what is being sold, and the uncluttered art direction makes it appealing to look at.

“Accountability – That’s Our Guarantee”
Designer: Paul Zinn
November 2003
The visual supports the headline and the body copy pays it off by explaining how the Journal will deliver on-time. It’s easy to read and the photo does a nice job of highlighting the product while showcasing the target audience.

“Strike It Rich”
Designer: Kara Vandenbark
May 2003
Straightforward and clean, there is no missing what this ad is selling. The conservative use of the fonts allows the headline to stand out. Tastefully art directed.

Pfizer Animal Health
“Equimax: It’s Not What It Gets Rid Of”
Designer: Brown & Associates
Published in The American Quarter Horse Journal, Dressage Today, The Horse
November 2003
Excellent headline type treatment. The headline relates well to imagery. Photo enhancement works well in this entry. Other copy blocks are clean and easy to read. Interesting, but not overwhelming background behind body copy. Nice product placement with the slogan punctuating the point of the ad. Overall, a very successful design.

Class 21:
Corporate/Affiliate Advertisement (5 entries)

1st
Paint Horse Journal
“Tachitas Jewels”
Designer: Tom Geiser
May 2003
A very bold and powerful submission. I like the designer’s willingness to step outside the box.

2nd
Paint Horse Journal
“Thanks For Com En”
Designer: Paul Zinn
July 2003
This ad not only communicates clearly with its simple headline, but also has stopping power with its beautiful visual. It clearly communicates what is being sold, and the uncluttered art direction makes it appealing to look at.

3rd
Appaloosa Journal
“Strike It Rich”
Designer: Kara Vandenbark
May 2003
Straightforward and clean, there is no missing what this ad is selling. The conservative use of the fonts allows the headline to stand out. Tastefully art directed.

Class 20:
Publication Staff Advertisement (circulation 15,000 and over – 21 entries)

1st
Paint Horse Journal
“Thanks For Com En”
Designer: Paul Zinn
July 2003
This ad not only communicates clearly with its simple headline, but also has stopping power with its beautiful visual. It clearly communicates what is being sold, and the uncluttered art direction makes it appealing to look at.

2nd
Paint Horse Journal
“Accountability – That’s Our Guarantee”
Designer: Paul Zinn
November 2003
The visual supports the headline and the body copy pays it off by explaining how the Journal will deliver on-time. It’s easy to read and the photo does a nice job of highlighting the product while showcasing the target audience.

3rd
Appaloosa Journal
“Strike It Rich”
Designer: Kara Vandenbark
May 2003
Straightforward and clean, there is no missing what this ad is selling. The conservative use of the fonts allows the headline to stand out. Tastefully art directed.

Honorable Mention
Paint Horse Journal
“Florida Paints”
Designer: Kelly Wise
July 2003
This clever ad has tons of stopping power. The reader finds out quickly what is being sold and the idea works nicely with the visual.

Paint Horse Journal
“Tightening Your Belt This Year?”
Designer: Kelly Wise
December 2003
A nice visual pun is carried out with good photograph and the help of a witty headline. The double entendre in the sub-head is a nice bonus and it’s clear what is for sale.
2nd
_Horsemen’s Yankee Pedlar_
*Designer: William Greenlaw*
*Photographer: Rie Young Jones*
*June 2003*
The black background sets the table for a cover that is a piece of art all to itself. Great work.

3rd
_Steeplechase Times_
*Designer: Kevin Titter*
*Photographer: Tod Marks*
*October 17, 2003*
Creative cover seems perfectly symmetrical with horses seemingly on a collision course.

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**EDITORIAL DESIGN**

**Class 25:**

**Editorial Design**
*(circulation under 15,000 – 32 entries)*

1st
_Arabian Horse World_
*“The Arabian Through The Lens Of Jacques Toffi”*
*Designer: Patrick Walling*
*Photographer: Jacques Toffi*
*March 2003*
It is both with great reluctance and tremendous delight that I give this the first award. Reluctance? Because it is obviously totally unfair to the others in the competition. Delight? Because it is so brilliantly good that it is something we can all take joy in. This raises photography to the level of art.

2nd
_Quarter Horse News_
*“A “Pool Rider” By Profession”*
*Designer: Tom Geiser*
*May 15, 2003*
Seldom does one have the opportunity to recognize the fine work being done in that must difficult of all formats: the tabloid. Whoever put this together knew exactly how to handle the material both editorially and technically, so the visuals make the most of each item and the opportunity of the whole. It makes a memorable 3-pager.

3rd
_The Whip_
*“Driving Force”*
*Designer: Koren Klumpp*
*June 2003*
As a result of a combination of sense-making arrangement with graphic illusion, the reader gets this active, vibrant, attractive album-spread that is full of life that happens also to be packed with information.

**Honorable Mention**
_Cutting Horse Chatter_
*“The Cattle Guy”*
*Designer: Mindy Young*
*Photographer: Ross Hecox*
*December 2003*
Graphic design is as much intellectual editing as it is artistic arranging. The one depends on the other. This 6-pager is an outstanding example of that intellectual meddling process, combined with the third vital ingredient: story-making-in-time-and-space, i.e. the flow from page-to-page.

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**Class 26:**

**Editorial Design**
*(circulation 15,000 and over – 30 entries)*

1st
_Paint Horse Journal_
*“A Mountain Of A Man”*
*Designer: Shaun Paul*
*September 2003*
Excellent coordination of photos, type and color works exceptionally well to tell a touching, emotional story.

2nd
_Paint Horse Journal_
*“The Cowgirl Way”*
*Designer: Shaun Paul*
*June 2003*
An eye-stopping portrait of the subject with her horse contrasts perfectly with the western art poster to set the perfect tone for this story of a champion cowgirl artist. Well-composed photos and art reproductions move the reader smoothly and quickly through the eight-page layout.

3rd
_Paint Horse Journal_
*“A Charmed Life”*
*Designer: Kelly Wise*
*August 2003*
The obvious planning that went into photographing the subjects of this article is apparent in the design, from the juxtaposition of horse and falcon in the opening spread, to the training sequence at the end. Each image whets the reader’s appetite to delve deeper into the story to learn more about the people, their horses and their birds of prey.

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**Class 27:**

**One Page or Two-Page Spread Editorial Design**
*(17 entries)*

1st
_Thoroughbred Times_
*“Empire Strikes Back – The 2003 Belmont Stakes”*
*Designer: Tami Zigo*
*June 14, 2003*
Any racing enthusiast – any Thoroughbred enthusiast for that matter – would certainly be stopped by the great opening spread action photo. The designer is to be complimented for encouraging readership through excellent use of color, copy blocks, subheads and photos.

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**Honorable Mention**
_Equus_
*“Special Report: West Nile Virus Update”*
*Designer: Celia Strain*
*June 2003*
This entry does a masterful job of leading the reader through multiple and complicated messages on a topical animal health challenge. Copy flow is enhanced through the designer’s choice of eye-catching supplemental images and practical reader aids.

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_Thoroughbred Times_
*“Remembering The Shoe”*
*Designer: Tami Zigo*
*October 25, 2003*
What an absolutely incredible job the designer did to set the tone for this nostalgia article. Everything about it is appealing and draws the audience in. Drop outs are great and placed in strategic places and love the poster touch behind Shoemaker. Excellent color choice and placement.
2nd
Equestrian Magazine
“Remembering Clarence ‘Honey’ Craven”
Designer: Hammond Design
October 2003
I really like this spread from the old phantomded photos to the sepia toned photo and complimentary background. Very clean and easy to read. More often than not, perfection is achieved through simplicity and the designer has accomplished that here.

3rd
The Texas Thoroughbred
“Hot Koko”
Designer: Amie Rittler
January/February 2003
Hot is right and the designer is right on track here with her color choices, text and accent treatment. What a great photo on the lead page and she complimented it even more with type choice in the headline and subhead. Overall, a really nice layout that pops.

Honorable Mention
Blaze Magazine
“The Nose Knows”
Designer: Norm Lawrence
Fall 2003
Great photos and type treatment make this layout really fun and exciting.

Class 28: Event Coverage
(13 entries)

1st
The Whip
“Walnut Hill: A Competitor’s Perspective”
Designer: Koren Klumpp
Photographers: Tony Dantonio and Mary Chris Foxworthy
December 2003
The designer’s use of photo fades into and out of text areas is a nice choice. The designer obviously had a feel for this story and aptly conveyed it with the layout.

2nd
Quarter Horse News
“Workin’ That Snaffle Bit Magic”
Designer: Aysha Hoffman
November 15, 2003
I really like what the designer has accomplished here. This is a very long article with a ton of photos and yet she has given an open feel with a distinct personality all its own. Great use of the photos in strategic places helps hold everything together and flows nicely from page-to-page.

3rd
Eventing USA
“Team USA Makes A Clean Sweep At Pan American Championships”
Designer: Dara Bailey
Photographers: Shannon Brinkman, Charles Mann, Tim Delgado
November/December 2003
Really nice photo and spread to begin the piece. Excellent job.

PHOTOGRAPHY/ ILLUSTRATION

Class 29: Publication Staff Black & White Editorial Photograph
(19 entries)

1st
The Gaited Horse
“Abrazane”
Photographer: Lynne Pomeranz
Winter 2003
An amazing photo. One rarely sees vertical horses and here we have two, fighting. Wow, great timing.

2nd
The Chronicle Of The Horse
“Phillip Dutton And Simply Red”
Photographer: Beth Rasin
April 18, 2003
I enjoy the clean simplicity of this image. The horse and rider stand out nicely against a simple background. I like the angle of the horse and the rider’s expression.

3rd
Paint Horse Journal
“Where The Boys Aren’t”
Photographer: Rebecca Overton
October 2003
I love this photo. It makes me smile. It tells a story in a nice way. The arrangement is well thought out. The image fits the storyline.

Class 30: Publication Staff Color Editorial Photograph
(31 entries)

1st
Paint Horse Journal
“Four!”
Photographer: Anne M. Eberhardt
November 1, 2003
This is a real fun photo. The ‘four’ is an interesting and novel gesture. The composition fits the double-page perfectly. Sharp and very identifiable faces.

2nd
The Blood-Horse
“Four!”
Photographer: Anne M. Eberhardt
November 1, 2003
This is a real fun photo. The ‘four’ is an interesting and novel gesture. The composition fits the double-page perfectly. Sharp and very identifiable faces.

3rd
Horse & Rider
“On Their Own/Lindy Burch”
Photographer: Darrell Dodds
April 2003
Very dramatic lighting. It’s tough to balance a sunset with off-camera flash, but it’s working here.

Honorable Mention
The Chronicle Of The Horse
“Chris Kappler And Royal Kaliber”
Photographer: Molly Sorge
February 7, 2003
I am intrigued at the way this horse seems to be levitating in space, yet I have a real sense of strength, balance and motion.
## Class 32: Open Color Editorial Photograph (15 entries)

<table>
<thead>
<tr>
<th>1st</th>
<th>Paint Horse Journal</th>
<th>“Jonathan Shaw”</th>
<th>Photographer: Charles Mann</th>
<th>August 2003</th>
<th>I enjoy this image. It’s simple, interesting and it asks questions – it makes me want to know this story.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd</td>
<td>California Thoroughbred</td>
<td>“California Cup XIV”</td>
<td>Photographer: Katey Barrett</td>
<td>December 2003</td>
<td>This photo has energy and motion. I like the sense of speed that it invokes. It’s a little outside of the standard photograph and I appreciate that as well. The photographer took a chance and came out with a winner.</td>
</tr>
<tr>
<td>3rd</td>
<td>Arnd Bronkhorst</td>
<td>“EQUUS Cover Photo”</td>
<td>Photographer: Arnd Bronkhorst</td>
<td>Published in EQUUS</td>
<td>September 2003</td>
</tr>
</tbody>
</table>

## Class 33: Open Illustration (14 entries)

| 1st | Horse News | “Close Contact” | Illustrator: Deborah Tompkins Bianco | July 2003 | Great impact. Very traditional. The work captures the motion and excitement of the moment. The piece has a grandiose masterpiece aura. The technique and brushwork really accent the piece. |

## Class 34: Single Issue Specialty Publication (18 entries)

| 1st | Cutting Horse Chatter | “Guide To Cutting” | Editor: Alan Gold | Designer: Mindy Young | December 2003 | This entry’s purpose is to give a newcomer a guide to cutting, and that’s exactly what it does. The articles have been chosen with this in mind and cover all aspects of this sport. A novice comes away with a good overall view of cutting and is now eager to get into the sport or at least go watch it. |
| 2nd | The Texas Thoroughbred | “Texas Champions Issue” | Editor: Lisa Marie Wood | Designer: Amie Rittler | February 2003 | This entry starts with a good cover and carries the theme throughout the champions’ portion of this issue. The effective graphics includes the lacing around the edges and definitely says “Texas” with the stars in the corners and the look of leather. The good, strong writing by a host of excellent reporters really adds to this entry and is what vaulted it into second place. |
3rd
Arabian Horse World
“Pat Slater – A Tribute”
Editor: Denise Hearst
Designer: Patrick Walling
June 2003
Good cover photo choices. You get a sense of whom this woman was, and the photo of the horses with the camera says a lot without words. Less is definitely more with very little type on the cover.

Honorable Mention
Arabian Horse World
“Toskhar Arabians”
Editor: Honi Roberts
Designer: Melanie Gleason
June 2003
The cover photo is gorgeous, and there is excellent use of photos throughout. The designer has made excellent use of white space, which in today’s economy seems a lost art.

Horsemen’s Yankee Pedlar
“2003 Equine Affaire Guide”
Editor: Molly Johns
Designer: William Greenlaw
October 2003
This is a well-organized guide to Equine Affaire. Things were where I expected them to be—what’s new, the schedule, etc. The Table of Contents is in a good spot. It’s simple, direct, and easy to read. The bio is well organized. The cover is good. The fall leaf motif works, with the use of quality photos and good graphics.

Class 35:
Equine Related Book
(18 entries)

1st
Practical Horseman
“Lessons With Lendon”
By Lendon Gray/Editors of Practical Horseman
Designer: Lauryl Suire Eddiemon
Photographer: Mandy Lorraine
October 2003
This cover communicates at a glance what the reader can expect to find inside. The photos throughout are stunning in their uncluttered clarity and detail. The use of a second color allows for the easy separation of commentary from the practical “how-to” advice. The advice is well organized and presented without the reader feeling they are being overwhelmed with little things.

Honorable Mention
Practical Horseman
By Lendon Gray/Editors of “Lessons With Lendon”
Designer: Lauryl Suire Eddiemon
Illustrator: Sandy Rabinowitz

Class 37:
Electronic Publication
(4 entries)

1st
BloodHorse.com
Site Producer: Gordon Lester
Online Editor: Ron Mitchell
Design Director: Jeff Flannery
Superb portal-type site for the Thoroughbred racing industry that one can visit many times daily. A one-stop shop for all industry related news that is updated constantly. An extraordinary amount of indispensable information that has become vital to many people within the business.

Class 36:
Trafalgar Square Publishing
(6 entries)

1st
American Paint Horse Association
“2003 Travel Planner”
Editor: Gina Phipps
Designer: Jeannette Poer
A definite standout in this division – loaded with the valuable information association members require throughout the year. Directed toward a wide range of membership interest, the calendar is packaged into a beautifully designed folder. I like the versatility of this entry as it can be utilized both at home and on the road as well.

2nd
Appaloosa Journal
“2003 Appaloosa Journal Calendar”
Designer: Tracy Early
A beautifully designed, quality filled calendar with the Appaloosa owner in mind. Fantastic photography has been reproduced in this artistic presentation – designed to showcase the respect this breed deserves. Geared toward their membership, it includes all the basic information they need to be an active part of the association. The exception-
**GENERAL EXCELLENCE**

**Class 39:**
Newsletter  
(2 entries)

**Winner**

**TBH MarketWatch**  
Each issue contained some of those superb color stallion photos for which the Thoroughbred industry is famous. The placement of the table of contents clearly conveys the message that the publication contains a wealth of useful information. Visually appealing charts convey statistical information in several different formats. In addition, the publication makes effective use of subheads to break up large blocks of text in many stories. By punching holes in the publication, the publishers also convey the message that the publication will serve as a valuable reference tool, which increases the “shelf life” of each issue.

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**Class 40:**  
Tabloid/Newspaper  
(13 entries)

**Winner**

**Thoroughbred Times**  
The excellent coordination of color on the cover, the strong, well-written news stories and the easily readable packaging of results make this publication the very best — in a very strong way. For all of Thoroughbred Times’ strengths, one of its greatest is having layout and design folks who are willing to take chances. And the regular packaging of the results and breeding figures in the back make that information easily accessible as well.

**Honorable Mention**

**Equine Journal**  
Awesome in its scope of coverage, and deserves praise for not only bringing informative stories, but also a lot of practical advice to its readers. A very strong publication that gives customers a month’s worth of good reading.

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**Class 41:**  
Association Magazine  
(circulation under 15,000 – 11 entries)

**Winner**

**The Texas Thoroughbred**  
Fantastic, engaging covers. Beautiful and exciting design, starting with the contents page and continuing throughout the publication. Interesting articles on a variety of subjects. A fun magazine that keeps its focus and serves Texas Thoroughbred enthusiasts well. Simply a class act.

**Honorable Mention**

**Eventing USA**  
This magazine exudes excellence from front to back. It is extremely focused while offering variety in its features, analysis and news regarding the sport of Eventing. The feature articles are well written, with lots of take-home for the reader and engaging headlines. Wonderful action photos support the articles.

**Hoof Beats**  
Interesting, engaging covers. Nice use of bulleted cover blurbs to tell the reader what to expect inside. Beautiful design throughout. I was impressed by the variety of topics covered and quality of writing. This magazine truly serves its readers by informing about harness racing in a stylish and comprehensive manner.

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**Class 42:**  
Association Magazine  
(circulation 15,000 and over – 5 entries)

**Winner**

**The Blood Horse**  
Beautiful engaging covers. Nice cover tags to draw the reader inside. The contents page is clean and lean, but a good index. I particularly like the Dispatches section, which condenses racing news into bit-size pieces for readers and uses catchy graphics and tables. Excellent take-home information in feature articles — great use of tables and boxes for quick facts and family history. This magazine is paced with substance, from front to back. News, features, analysis, all presented in stylish manner.

**Honorable Mention**

**Equestrian Magazine**  
Love the cover photographs which show action and emotion that entices the reader to look inside. Beautiful contents page that is well designed. A well-balanced magazine — the “In The Frame” section is fun, while the news sections deliver timely information. Lots of wonderful photography. Solid writing that gives take-home information to the reader.

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**Class 43:**  
State or Regional Publication – Any Format  
(6 entries)

**Winner**

**Mid-Atlantic Thoroughbred**  
Nice covers. Beautiful, clean contents page. Excellent articles and writing. Great use of color blocking and design to segregate the magazine by topic. This publication is a delightful read and provides all the information you could want or need regarding Mid-Atlantic Thoroughbred racing.

**Honorable Mention**

**Horsemen’s Roundup**  
Wonderful, engaging cover photos that make the reader want to peek inside. A great news section. Lots of fun photos. Roundup is just full of news and timely information. This publication offers something for everyone but it does not try to be all things to all people, which can be a tough line to walk. Very impressive job.

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**Class 44:**  
Self-Supported Magazine  
(circulation under 15,000 – 9 entries)

**Winner**

**Blaze Magazine**  
This lively publication does a great job of serving the youth audience. It provides a good mix of articles that combine fun and education. Features are well written, and yet writing level is appropriate to the audience. Covers and layouts are lively and appropriate to the audience. I especially like the innovative approach to contents, with photos linked to page numbers, brief bold headlines.

**Honorable Mention**

**Equestrian Retailer**  
The store owner or manager who reads Equestrian Retailer will come away with ideas in every aspect of their business. Great job of including plenty of business topics. Articles are loaded with take-home. Writing is engaging and accomplished. Layouts easy to digest. The “What your customers should know” and “Resource” sidebars are valuable.

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**Class 45:**  
Self-Supported Magazine  
(circulation 15,000 and over - 14 entries)

**Winner**

**Equus**  
Its stellar writing and thorough reports make Equus a must-have for owners, while appealing to non-owners as well. Departments are outstanding in both content and design. The design complements and showcases the editorial content. Use of graduated color gives covers a contemporary look; covers are compelling.

**Honorable Mention**

**Horse Illustrated**  
This informative publication offers something for everyone — most notably, a good variety of
short, solid training tips. Appropriately, given its name, it has outstanding photos and good illustrative photos that make the training points. Layouts stand out.

Young Rider
This pleasant magazine meets its mission with articles appropriate to its readers, written at a level that also is appropriate. Writing style is a cut above most of the contenders – for youth or adult. Cover design is appropriate for the audience. Overall, a publication with a well-defined mission that meets it well.

OVERALL PUBLICATION

Winner

The Blood Horse
An information packed publication that delivers content in a simple, yet effective, design every week of the year. The Blood Horse combines the power of photography with that of typography to offer its readers all that they need to know about the industry they cherish and love. Through its pages the magazine reflects the needs and wants of its audience and it offers them, on a silver platter, I may add, a quality and stylish read for the week. A well rounded publication deserving a well rounded honor.

2004 JUDGES

Kate Bandos
With more than 30 years of book promotion experience, Kate 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.

Katherine Benenati
Katherine 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 University. She and her husband, photographer Greg Benenati, do not own a horse, but have a wonderful dog named Coltrane.

Jeanne Bernick
Jeanne writes about livestock and forage for Farm Journal magazine, a national agriculture business magazine with more than 500,000 readers. A graduate of the University of Missouri School of Journalism, Jeanne has won numerous writing awards from the National Association of Agricultural Journalists and American Ag Editors Association (AAEA), including being named Master Writer by AAEA. She currently resides in Eastern Iowa with her husband and two daughters and enjoys trail riding and amateur showing on her horse, a former sprint-track Thoroughbred.

Marian Studer Carpenter
Marian is a lifelong horsewoman who has been writing about these spirited creatures for more than 20 years. A former editor of the Arabian Horse Times, she has a degree in mass communications, has written a popular Western Horseman Publications book, and continues to write full-time on equine related topics for her WonderWords company near Amarillo, Texas.

Bob Caruthers
Bob is Professor of Graphic Design at West Texas A&M University. He received Bachelor of Fine Arts and Master of Fine Arts degrees from the University of Mississippi. He has taught graphic design at the collegiate level since 1979 at Auburn University from 1979 until 1986, and at WTAMU from 1986 until present. A former magazine art director, package designer and advertising agency art director, he has won numerous ADDY Awards and his work has appeared in Print magazine's regional design annual several times.

Steve Cornett
Steve was raised on a farm in Randall County, graduated from West Texas State University on the GI bill, working the farm and at the Globe News. He began his career in Wichita as farm writer for the Wichita Eagle Beacon, to editor of the Kansas Farmer Stockman, and then returned to Canyon, Texas, when his dad died. He worked at Texas Cattle Feeders Association and farmed. He has been editor of Farm Journal's Beef Today since 1999.

Sarah Donnell
A 20-year veteran of advertising, Sarah has experience as both a client and an agency executive. With a background in traditional and loyalty marketing, and branding and strategic planning, Sarah's advertising experience encompasses a wide variety of clients including Northwest Airlines, Delta Airlines, Chemical Bank, Tupperware, Mystic Lake Casino, Realtree Outdoors, Abu Garcia, Hardee's, Great Clips and Jiffy Lube. Today, Donnell Advertising offers a full range of agency services to its clients in the outdoor recreation industry. Clients include Grand Meadows Nutritional Products, Gemini Sport Marketing, Equibrand, Tack 'n Togs and St. Croix Saddlery.

Jill J. Dunkel
Jill is an agricultural freelance writer and graphic designer with a degree in agricultural journalism from Texas A&M University. Her home-based business, Dunkel Designs, incorporates writing, photography, layout and web design. Working from her office on her family's ranch near Wichita Falls, Texas, Jill writes regularly for equine and livestock web and print publications in addition to corporate clientele. She enjoys riding and showing horses with her husband Doug and their children, Ashton, Sidney and Blake.

Tracy Gantz
Tracy is the deputy director of the Thoroughbred Owners of California. Her publication background includes working as the managing editor of The Thoroughbred of California and the Paint Horse Journal, a staff writer for The Blood-Horse, and a copy editor on the news desk of Southern California newspapers. She has a journalism degree from the University of Kentucky and is a past president of American Horse Publications.

G. W. Hall
G.W. has a proven track record of success in helping many kinds of organizations achieve communication goals. As President of Fighting Fox Creative Forces, he 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. 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.

Samar Husni, Ph.D.
Samar Husni, aka "Mr. Magazine," is Hederman Lecturer and Professor of Journalism at the University of Mississippi where he heads the magazine service journalism program. Dr. Husni is the author of the annual Samir Husni's Guide to New Consumer Magazines, which is now in its 18th year. He is also the author of Launch Your Own Magazine: A Guide for Succeeding in Today's Marketplace and Selling Content: The Step-by-Step Art of Packaging Your own Magazine, both published by Hamblett House, Inc. He is "the country's leading magazine expert," according to Forbes ASAP magazine, "the nation's leading authority on new magazines," according to
Having shown Quarter Horses professionally, Larry Larson has been editor of the Times-Herald in West Chester, Pennsylvania, as editor of the Times-Herald in Norristown, Pennsylvania, and prior to that, as city editor of the Daily News in Harrisburg, Virginia. A native of Pittsfield, Massachusetts, he began his over 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 Pharmaceutical Editors.

Ken Pirtle
Ken has taught photography at Amarillo College since 1975. He is currently Professor of Photography and Chairman of the Visual Arts Department, consisting of programs in Fine Art, Graphic Design and Photography. Ken holds a Bachelors of Fine Arts Degree, Commercial Art with a minor in photography from Texas Tech University. He also has completed a masters degree in art from West Texas A&M University. After completing college, Ken worked as a layout artist for the American Quarter Horse Association. He also spent three years as photographer/artist for KVII-TV, Amarillo prior to joining the faculty at Amarillo College. He has been married for 35 years, has two grown children and two granddaughters. Ken continues to create personal art and photography at every opportunity.

David Richardson
David has been manager and creative director for David Hayden Advertising for over nine years. David Hayden Advertising, located on Dark Hollow Farm 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 is vice-president of the Maryland Racing Media Association. David is well versed in multimedia, print and web design and has created numerous Thoroughbred racing related web sites. He currently maintains and is webmaster of seven equine related web sites.

Ron Ross
Ron is editor of Applv, 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.

Sherry Ross
Sherry has been a sportswriter for 25 years. Since 1995, she has worked for the New York Daily News as a writer and hockey columnist. Her assignments include the Triple Crown and Breeders’ Cup races as well as other major Thoroughbred racing events in addition to the National Hockey League. Sherry has been a frequent contributor to many magazines as a freelance writer. For the past 10 years, she has authored the annual guide, “The Hockey Scouting Report.” A lifelong horse lover, she owns a 28-year-old American Quarter Horse who is enjoying semiretirement in New Jersey. She is a 1977 graduate of Rutgers University.

Linda H. Smith
Linda is Managing Editor of Top Producers magazine, a national publication for commercial farms with more than 187,000 readers. She is the recipient of three Oscars in Agricultural awards from the America Agricultural Editors’ Association and has served as a screener for the prestigious National Magazine Awards and the American Business Media’s Awards. She is a life-long reader 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.

Philip Waugh
Philip has experience as creative director and senior art director of several prestigious design/advertising firms in Dallas and Houston. He also did freelance design in Manhattan. The
majority of his advertising/design career has been spent doing contract work for major design or advertising firms. He graduated from North Texas State University in 1981 with a BFA in advertising. Some of the firms he has been affiliated with are: Eisenberg Inc.; Sibley Peteet Design; Loucks Atlier; Herring Design; Brain Storm; Tracy Locke and Partners; The Marketing Continuum. Among the list of clients include EDS; Dr Pepper; Motorola; Nokia; Labart Beer - Labart; Tacate, Sol, Dos Equis, Snapple, PGS: The Dallas Ballet: and Houston Museum of Fine Arts. One of his major projects was the Dr Pepper/Nascar promotional campaign. His work has been published in several international design annuals including Graphis, AIGA and Communication Arts. He has also received several awards from Dallas and Houston advertising award shows.

Jan White
Jan, an old friend of AHP (since his “youth” when he art directed Hoof Beats), is a communication design consultant, specializing in improving the relationship of editing, typography and layout. Award-winning graphic designer, he developed formats for hundreds of periodicals, books, tabloids, and newsletters. As editorial design consultant, he has influenced countless more. He has given more than 1800 seminars, including half a dozen for AHP. Allworth Press has just published his classic how-to book, Editing by Design, in a brand-new third edition, and the third edition of his Graphic Idea Notebook is due in June. He asks you kindly to look them up at Amazon.com.

CaraLea R. Willoughby
CaraLea is owner of Willoughby Design and Illustration, a ten-year-old design studio. She has over 20 years of experience in the graphic design industry. Clients include Sergeant’s Western World and Waggoner Ranch Cutting Horses in Bridgeport, Texas. She is a cutting horse owner and competitor since 1984.

Dave Wohlfarth
Dave is a mass communications instructor at West Texas A&M University where he teaches print media classes. He’s in his 13th year of teaching. For 12 years at the school, he also served as the adviser for WTAMU’s award-winning newspaper, The Prairie. He has served as a judge for many publications and contests, including the Associated Collegiate Press Association. Before becoming a teacher, Wohlfarth spent 27 years in daily newspapers, including stops in Dayton, Ohio, (as a sports writer, copy editor and news editor) and Lincoln, Nebraska. (executive sports editor). Dave earned a B.A. in journalism from the University of Nebraska in 1964 and a master’s in mass communications from Texas Tech University in 1992. He is an avid tennis player; his wife an avid horse person who competes in cutting. His daughter, Jenny, is a former American Quarter Horse Journal copy editor and columnist.

Jenny Wohlfarth
Freelance magazine writer/editor Jenny Wohlfarth has published more than 350 articles for a wide variety of consumer and trade magazines, ranging from horse and animal topics to design, architecture, travel and regional interests. She began her journalism career 10 years ago writing for The Quarter Horse Journal. Since then, she has been a member of the editorial staffs of several national magazines, including STORY, a literary journal, and Writer’s Digest, a monthly magazine for aspiring writers. She is the former managing editor of HOW Magazine, a bimonthly trade magazine for graphic designers, and former executive editor of I.D. (International Design) Magazine, another award-winning publication for professional designers. She has a bachelor’s degree in writing/communication from the University of Evansville (Indiana) and a master’s degree in English from the University of Cincinnati. She currently teaches magazine journalism and feature writing as a visiting assistant professor at the University of Cincinnati and continues to write and publish magazine articles. Jenny has also recently served as a juror in the Thoroughbred Times Fiction Writing Competition, Writer’s Digest Annual Writing Contest and Writer’s Digest Self-Published Books Competition.

Mark Wright
Mark is a 29-year veteran in graphic design, advertising and marketing. He and his wife own and operate Halcyon Design in Montgomery, Alabama, a graphic design, advertising and marketing agency. They have four children and have recently welcomed their first grandchild to the family, Mollie Claire Sibilia, born December 7, 2004. And, yes, they are spoiling her rotten.
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