

AHP



**HORSE BY
NORTHWEST**

AHP Seminar 2005 • Seattle, Washington

2005 ANNUAL AWARDS PROGRAM

For material published in 2004

Awards Banquet & Presentations
June 11, 2005 • Seattle, Washington

World Famous *Farrier's Formula*



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EDITORIAL CONTENT

Class 1: **NEWS REPORTING**

(circulation under 15,000 — 18 entries)

1st

Maverick Press

“Horses Help Fight War On Terror”

By Patricia McLaughlin

November 2004

A fascinating tale about old-fashioned horsepower being used in high-tech war zones. Overall a well-researched story, well told.

2nd

The American Quarter

Horse Racing Journal

“Hungry For A Win”

By Andrea Caudill

April 2004

By personalizing a jockey's battle to make weight, the writer makes the reader identify with the issue. The writer found the perfect quote to end the article. Sidebar is smart and complements the story. Good flow and pace throughout.

3rd

Fauquier Times Democrat

“Tally-Whoa”

By Betsy Parker

December 1, 2004

The writer gives the reader a sharp mental image of the object of a live fox hunt, and the detail leads neatly into the controversy over the sport following the ban in Britain and its potential impact here. It's a fully comprehensive package with quote boxes and complementary sidebars. Solid work.

Honorable Mention

Pennsylvania Equestrian

“The Smarty Jones Effect: We're Not In Kansas Anymore”

By Stephanie Shertzer-Lawson

June 2004

An emphasis on the effect of Smarty Jones mania in the Philadelphia area is captured as the writer gives a national story a small-town feel. Lots of voices in the story, good use of quotes, and a smooth read.

The American Quarter Horse Racing Journal **“Fifth Wheel”**

By Richard Chamberlain and Journal Staff

October 2003

This article demonstrates good news sense by the writer, who found a dramatic human interest angle on which to peg a results story. The pace is maintained through the story and the sidebar plays up the family connection. You get a good sense of the personalities involved.

Class 2: **NEWS REPORTING**

(circulation 15,000 and over — 16 entries)

1st

The American Quarter Horse Journal

“Against All Odds”

By Christine Hamilton

November 2004

Rather than settle for turning in a mundane wrap-up, this writer worked to find a strong “hook” for the lead item and maintained enthusiasm throughout the piece. Good organization and excellent use of quotes, which showed that the reporter asked the right questions. A perfect example of how this type of story should be handled.

2nd

Thoroughbred Times

“Great Expectations”

By Michele MacDonald

June 12, 2004

The Smarty Jones saga was so well-documented in 2004 that in order to stand out, a writer had to search to give an audience something unique. By its focus on the Belmont Stakes-winning trainer, this story does just that. Colorful, precise descriptions help capture the mood of the day, and both sidebars make for a comprehensive package.

3rd

Western Horseman

“Genetic Flaw Linked To Poco Bueno”

By *Western Horseman* Staff

June 2004

A medical mystery is established in the lead paragraph and the writer does a fine job of explaining an unusual hereditary disease and how scientists traced its origin. This couldn't have been an easy story to tackle, but it was an easy read.

Honorable Mention

The Chronicle Of The Horse

“Horse Slaughter: Is It An Issue Worth Fighting About?”

By Sara Edelston

September 17, 2004

Catchy lead takes the reader into a controversial subject. The writer covers an emotional topic while remaining balanced, presenting differing points of view and backing up the arguments with facts and varying voices.

Thoroughbred Times

“Gold Mine”

By Michele MacDonald

January 31, 2004

The writer struck the right vein in mining the bio of William Farish in this Horse of the Year story and contrasting his life with his feelings in accepting the trophy. Story flows smoothly and facts and numbers are blended in without slowing the narration.

Class 3:

INSTRUCTIONAL SINGLE ARTICLE

(circulation under 15,000 — 10 entries)

1st

American Farriers Journal

“Dealing With Hoof Canker”

By Pat Tearney

November 2004

Great reporting and use of multiple expert sources, and thorough reporting is most of what makes a well written story. In fact, it was a tough call between top two pieces, but this one gets it for more thorough reporting. Good writing style. Good lead.

2nd

American Farriers Journal

“Shoes Or Slippers”

By Ron Perszewski

December 2004

Great lead and use of quotes. Good article structure: intro, case for importance, practical info. Complex subject made interesting and informative, and easily understandable, even for horse owner, non-farriers.

Class 4:

INSTRUCTIONAL SINGLE ARTICLE

(circulation 15,000 and over — 47 entries)

1st

John Lyons Perfect Horse

“Headshy Isn't Permanent”

By Maureen Gallatin

August 2004

This category was extremely difficult to judge because of so many exceptionally good entries. This article takes first place because of superb writing. The clear, simple and direct writing is great for fast read of excellent tips, but also lets the author's voice shine through. Great packaging of the techniques into sidebar.

2nd

The American Quarter Horse Journal

“Drivers Ed”

By Jody Johnson

March 2003

The creative lead, clear concise writing, and easy-to-understand explanations win this article second place. The creative approach to story structure also is attention-getting and keeps the reader moving at fast pace.

3rd

Practical Horseman

“Step-by-Step: Get ‘The Max’ Out Of Your Small Ring”

By Geoff Teall, Mandy Lorraine, Kip Goldreyer

September 2004

This story makes great use of voice to let the author's personality come through, and yet the writing is lean and efficient. The story is also packaged well, with much information segregated into sidebars, a superb method to present this info in easy-on-the-reader little bites.

Honorable Mention

Equus

“Parasite Control Check”

By Craig Reinemeyer, DVM, PhD,
with Christine Barakat

May 2004

Excellent info, well presented. Great “do it yourself” sidebars. Highly technical material made easy to understand. Well structured article.

Horse & Rider

“Make ‘em Last”

By Sue M. Copeland

April 2004

Author’s voice comes through nicely. Good lead quickly and clearly explains importance of topic before moving on to the practical information. Good story structure keeps reader moving along.

Class 5:

INSTRUCTIONAL SERIES

(9 entries)

1st

Horse & Rider

“Clinton Anderson: Training On The Trail”

By Jennifer Forsberg Meyer

January through September 2004

A clear stand out because of the wonderful voice and personality that comes through in writing and text, but also the radical clarity in writing and explanations of both technique and rationale behind the technique.

2nd

The Horse

“Parasite Primer Series”

By Karen Briggs with Craig Reinemeyer, Denny French, and Ray Kaplan

January through December 2004

A thorough and exceptionally well-reported and written package. Superb use of series format, and superb packaging of info into separate sidebars. A “must-save” series for readers.

Class 6: HORSE CARE

(circulation under 15,000 — 15 entries)

1st

Barbara Hunt Sheridan

“Feeding For Performance”

Published in *The Harness Edge*

January through May 2004

This was an extremely in-depth article which was well written. It had an appropriate level of scientific information, yet maintained a practical focus. This was a truly outstanding article. This article also addressed the topic in specific focus areas, which kept the reading vibrant.

2nd

The Horse Report

“Equine Fractures: Emergency First Aid And Stabilization Techniques

By Larry Galuppo, DVM and Barbara Meierhenry
October 2004

Excellent article which has a great “flow” through chart for the different fractures that might occur. Illustrations were clear and focused on individual anatomical areas. A very complex topic that could be understood by the practical horseman or horse woman.

3rd

The American Quarter

Horse Racing Journal

“New Beginnings”

By Jennifer K. Hancock

January 2004

Well written article, excellent practical information for horse owners. Side bar on the Foal Alert system was very well done. This information could be easily applicable to most horse operations that concentrate on mares and foals.

Class 7: HORSE CARE

(circulation 15,000 and over — 29 entries)

1st

Equus

“Hope For Headshakers”

By Christine Barakat

June 2004

This was an outstanding article, addressing an age-old problem with a great scientific approach. Extremely in-depth article which was well written. Besides being a great scientific article, it was a great story. This article also did a great job addressing the interaction between horse owners and veterinarians.

2nd

Practical Horseman

“Navicular Update”

By Robert Schneider, DVM and Sue Copeland

March 2004

This was an outstanding article, addressing an extremely frustrating problem with a great scientific approach. Extremely in-depth article which was well written. Excellent current information.

3rd

Practical Horseman

“Sharp Truths About Joint Injections”

By Kurt Heite and Sue Copeland

July 2004

Well written article. Timely, good scientific information while keeping a practical focus on the topic. Good detail on the different types of intra-articular medications.

Honorable Mention

Equus

“Hyaluronan & Healthy Joints”

By Laurie Bonner

June 2004

Great article with many good illustrations. The science was excellent and good use was made of authorities on the subject. Side bars were also very beneficial.

Trail Blazer

“Mental, Mechanical, And Metabolic Health”

By Jessica Jahiel, PhD

January through May 2004

Extensive article on different aspects of horse health. Author conveys her horse knowledge well. Practical yet scientifically founded writing.

Class 8:

SERVICE TO THE READER

(circulation under 15,000 — 15 entries)

1st

Trot Magazine

“Facing An Invisible Enemy”

By Darryl Kaplan

January 2004

Wow. A long, but well-written story on a topic that is critical to the audience. The piece certainly qualifies as a service to readers.

2nd

Equestrian Retailer

“Retail Technology”

By Carolee Boyles

May 2004

Excellent article that provides the information the publication's audience needs in sufficient detail. The sources are credible, and provide good background. The sidebars with the key questions and additional information sources are an excellent addition.

3rd

Equestrian Retailer

“What's Hot” (Parts 1, 2, 3)

By Juli S. Thorson

January, March, May 2004

What a great idea and something that readers would enjoy seeing. The information is useful and the common questions across all shops made it interesting.

Class 9:
SERVICE TO THE READER
(circulation 15,000 and over — 55 entries)

1st

The American Quarter Horse Journal
“Man’s Best Friend?”

By Jody Reynolds
November 2004

The story is an eye-opener for many horse owners. Telling the story through the eyes of people who experienced it made it all the more powerful.

2nd

The American Quarter Horse Journal
“Two Shall Become One”

By Christine Hamilton
June 2004

This is a great topic with extensive interest to the publication’s readers. The article does an excellent job of looking at all sides of the issue and offering other areas a template for finding a solution where all sides win.

3rd

Paint Horse Journal
“Baby Talk”

By Breanne Hill
February 2004

This is an excellent story on a great technique. The article provided just enough to get people interested. It was very well written and I was sorry when it ended.

Honorable Mention

Horse & Rider

“Riding Lessons: Teaching Your Child To Be A Good Sport”

By Debbie Moors
March 2004

This is an excellent story with a good combination of experts and participants. Well written and presented.

The American Quarter Horse Journal
“You’ll Never Guess Where I Found This”

By Christine Hamilton
July 2004

This excellent article quotes two sources with obvious knowledge of showing and bargain hunting.

Class 10:
PERSONALITY PROFILE
(circulation under 15,000 — 37 entries)

1st

Mid-Atlantic Thoroughbred
“Mike Gill Battles To Win Respect”

By Lucy Acton
August 2004

It is surprising to place what is basically a Q&A at the top in a “personality profile” writing contest. But this article does the best job of anything in the class of telling the reader who and how this subject is and leaving you to form your own opinion. It took a unique situation, but the Q&A was probably the best way to handle this particular fellow. Just let him speak for himself.

2nd

Trot Magazine
“Harnessing Hope”

By Kelly Spencer
November 2004

There are lots of horse stories in this class, and this one came as a surprise. It’s about a young man with cancer, and is just a touching visit. It ends before we know whether he succeeds in his battle, but it leaves us involved and wondering how he did.

3rd

The American Quarter Horse Racing Journal
“Turning Heads”

By Jennifer K. Hancock
January 2003

Article is very well written and it has a really good subject to work with.

Honorable Mention

Hoof Beats

“Shoer To The Stars: Dick Neville Has Shod The Best Of The Best”

By Dean Hoffman
October 2004

This is an excellent example of a special interest article. It is readable. It is thorough. It flows. I learned more about the science of horseshoes here than I’ve learned in many years of working with neighborhood farriers. And I enjoyed the read to boot. Plus, the writer broke out some sidebars.

The Gaited Horse

“Standardbred By Birth, Racking By Gait, and Speed By The Grace Of God”

By Jennifer C. Chisholm-Hoiibraten

Fall 2004

There is much, much to recommend this story.

Class 11:

PERSONALITY PROFILE

(circulation 15,000 and over — 59 entries)

1st

The Blood-Horse

“Cell High”

By Lenny Shulman

October 30, 2004

The lead about the guy in the brown suit who'd leave with all their money was irresistible. Writer kept up the pace of good writing and high interest throughout. Great choice of a subject to profile, and equally good choices of quotes from a man who came from humble beginnings and is a success by sheer force of will. Nice job weaving relevant information into the story without bogging it down or making it dry.

2nd

The American Quarter Horse Journal

“Krone Country”

By Aspen C. Emmett

September 2003

A writer using the first-person injecting himself into a story is usually cause for alarm, particularly in a personality profile, but it worked here. The contrast between the writer and the subject added an extra comic dimension to this profile of the classic old coot. The writer seemed to know when to step back and let Ray Krone tell his story. Great description throughout. A highly enjoyable read that takes the reader along for the ride.

3rd

Keeneland

“Her Kingdom For A Horse”

By Sue Wylie

June 2004

Kudos to the writer for bravely interviewing the forthright matriarch of Claiborne Farms. Lots of great description and quotes. A wonderful window into a world that has all but disappeared.

Honorable Mention

Paint Horse Journal

“Presto Too Works His Magic”

By Stephanie Stephens

April 2004

This was a delightfully smooth read. The writer has a real talent for telling a story using logical and often entertaining transitions that keep the narrative thread taut. The quotes give readers a good feel for a horse who “thinks he's hot stuff” — and gives readers good reason to agree.

The Blood-Horse

“Q&A With Seth Hancock”

By Dan Liebman

February 21, 2004

Excellent candid interview that showed the writer had built up trust and rapport with the subject. The writer was well prepared and well informed. He asked good questions, and Mr. Hancock responded by opening up.

Class 12:

FEATURE ARTICLE

(circulation under 15,000 — 44 entries)

1st

The American Quarter

Horse Racing Journal

“Delta Up”

By Richard Chamberlain

November 2003

What a fun story. The author takes a unique look at history by interjecting a few quirky comments throughout.

2nd

Hoof Beats

“In From The Storm”

By Nicole Kraft

August 2004

A true feature. The author's illustrative writing projects great imagery from the very beginning. Excellent storytelling brings this entry to life.

3rd

Mid-Atlantic Thoroughbred

“Getting Them Off To A Good Start”

By Sean Clancy

March 2004

A well crafted article provides insight into a position that receives little press — the starting gate crew. The writer effectively puts the reader right in the midst of the action. Crisp, distinct writing relays even the slightest details. What a distinctive feature.

Honorable Mention

Hoof Beats

“Pastures And Ghosts: One Man’s Journey Through Time”

By David Pavlak

December 2004

Excellent craftsmanship of the writer’s past experiences. It draws the reader in as if you were right there with him. The theme carries through from the lead down to the concluding sentence. Very poignantly written.

The Texas Thoroughbred

“Arlington Downs, The Crown Jewel Of Texas”

By Bill Mooney

September/October 2004

A lot of time and research went into this article. Many racing “old timers” probably smiled as they read these tales. The writing didn’t get in the way of the story telling.

Class 13: FEATURE ARTICLE

(circulation 15,000 and over — 55 entries)

1st

Thoroughbred Times

“Journey To The Land Of The Rising Sun”

By Michele MacDonald

September 18, 2004

Talk about a knock-your-socks-off lead. What a joy for readers to find themselves in such competent hands from the outset of this article. Here’s a mature writer who has definitely found and developed a distinct writing voice for herself, who understands the power of language and who crafts this multi-faceted narrative with the delicate and detailed precision of a poet.

2nd

Equus

“At The Heart Of Greatness”

By Laurie Bonner

November 2004

The writer explores this fascinating topic with great poise and creativity. The writer is a practiced pro. There’s an intellectual precision to her writing that draws the reader in and seamlessly stitches together a thoughtful, well-researched and remarkably thorough discussion. I applaud the concept, the approach and the overall execution. This is the kind of writing that, in my opinion, makes the horse-publication industry worthy of recognition in wider journalistic circles.

3rd

The Blood-Horse

“Pony Pals”

By Steve Haskin

December 18, 2004

This is a read worth savoring. The narrative starts with a compelling, clever lead and never ceases to entertain the reader, powering its way through the narrative with colorful anecdotes and fascinating trivia about some of the most famous racehorses’ lesser-known sidekicks. The writer’s refined skill is evident in every paragraph, every line, and the quotes reveal his knack for drawing sources out of themselves to generate genuinely winning quotes. This is simply great storytelling, at its best.

Honorable Mention

Keeneland

“Equine ER”

By Stephanie Church

April 2004

Writing about life and death in an equine hospital is no easy task, and the writer succeeds in crafting a detailed, compelling narrative that avoids the predictability of the seen-far-too-many-times cliché approaches. Instead, the writer works tirelessly to raise the writing to its finest height, packing the narrative with vivid details, anecdotes, examples and quotes and pacing it carefully. The descriptive lead grabs the reader’s attention and never lets go, until the very last line.

The Blood-Horse
“Life After Racing”

By Lenny Shulman
February 28, 2004

The writer knows how to finesse his way through a delicate, controversial subject, drawing the reader in with a compelling lead and bolstering the article’s credibility with excellent research, thoughtful insights and quotes from key sources. The result is an article that is thorough, inspirational and balanced, giving the readers an intelligent, informed perspective on a very important issue.

Class 14:
PERSONAL COLUMN

(circulation under 15,000 — 15 entries)

1st

American Farriers Journal
“Farrier Looks Back On Era Of Horseshoeing In The City”

By Pat Tearney
July/August 2004

Strong anecdotal lead introduces the subject and the theme. The column paints the picture of a bygone era with good quotes, including a great quote at the end.

2nd

Fauquier Times Democrat
“Return Of The Beloved”

By Betsy Parker
December 22, 2004

Well-written and very dramatic. A nice tribute to a departed friend. Features good byplay and good description.

3rd

Quarter Horse News
“From The Editor, Mike Lee”

By Glory Ann Kurtz
December 1, 2004

A good look at a young and successful bull rider. Provides some inside insight.

Class 15:
PERSONAL COLUMN

(circulation 15,000 and over — 25 entries)

1st

Western Horseman
“Personally Speaking: Before Winter Comes”

By Juli S. Thorson
November 2004

This column comes from the heart. A very well-written, candid account of getting ready to part with a favorite horse.

2nd

Practical Horseman
“The Red Coat”

By Anne Phinney
October 2004

A very interesting theme. There’s a moral to this story: Mother knew best. Well-written with good descriptions.

3rd

Thoroughbred Times
“A Million Thanks, Mr. Young”

By Mark Simon
January 24, 2004

Long but made me feel I knew him. An excellent job of capturing W.T. Young’s personality. Very thorough with a nice personal touch but yet the writer injects himself into the story only as another actor in Young’s life.

Honorable Mention

Horse & Rider
“The Riding Family: Abuse Hurts Everyone”

By Jennifer Forsberg Meyer
December 2004

An important topic for discussion. This column raises an uncomfortable but important issue.

The Sentinel
“The Horse Life: A Great Way To Grow”

By Sandy Kucharski
June 2004

A nice column about kids and horses. This has appeal beyond horse people with some universal truths about memories.

Class 16: EDITORIAL

(22 entries)

1st

***Thoroughbred Times* “Flash Over Substance”**

By Mark Simon
May 29, 2004

Excellent opening. The people who read this publication likely know who Peter Lynch is immediately...and thus using the famed investor's name right up front works well. Then the writer goes on to tell what he thinks Lynch would say about the NTRA annual report. The editorial gets even better when the writer contrasts the slick annual report with a more modest one.

2nd

***The Equestrian News* “Slots And Steeds —The Two Just Don't Add Up”**

By Nancy Cole
November/December 2004

Outstanding lead that lays out the writer's opinion in a concise, informative manner using figures of speech that will be quickly understood by the publication's readers. The tone is decidedly conversational, which is guaranteed to engage more readers than an editorial that lectures them. She used short, descriptive words (bet, dice, savvy, cue, etc.) to express rather than long, esoteric words to impress.

3rd

***The Texas Thoroughbred* “The Roots Of The Problem”**

By Jim Cullen
January 2004

Whether the writer is right or wrong, there's no question where he stands on this issue that includes fairness in racing and customer service for fans and newcomers to the ranks of owners. The writing is compelling and communicates well.

Honorable Mention

***Covertside* “Let Them Eat Cake”**

By Norman Fine
September 2004

The writer did a good job of being respectful of both

sides in the emotional debate and finally offering a reasoned opinion to conclude the piece.

***Mid-Atlantic Thoroughbred* “Laurel Park Project Raises Issues Of Credibility”**

By Lucy Acton
July 2004

Very nice lead quote that sets the tone for this well-written editorial. The writer brings a proper note of skepticism without becoming cynical.

Class 17: EVENT COVERAGE

(27 entries)

1st

***Thoroughbred Times* “An Oh So Smarty Way To Win”**

By the Staff of *Thoroughbred Times*
May 8, 2004

A great story made all the better by how it is told and the coverage of literally all the possible angles. The story is written so well that the different parts mesh to make the whole flow smoothly. A compelling piece that makes the reader hate it that the story ends.

2nd

***Fauquier Times Democrat* “A Snowball's Chance”**

By Betsy Parker
April 21, 2004

Entertaining, thoughtful lead. Well-written, rhythm, good style and drama.

3rd

***The American Quarter Horse Journal* “Select Sensation!”**

By Bayer Select World Show Staff
November 2004

An excellent series of stories on people, horses and events at the 2004 AQHA Bayer Select World Championship in Amarillo, Texas, an event exclusively for amateur exhibitors 50 and older. Well edited, good stories with people telling their stories—and the writers letting them. Great reading.

Honorable Mention

Horse News

“Jersey Fresh – Teen’s Incredible Performance”

By Nancy Degutis

June 2004

Good read. Interesting story written from an excellent angle.

The Chronicle Of The Horse

“Broucsault Surprises The World In Cup Final”

By Tricia Booker

May 7, 2004

Thorough account of the event. Reads well. Comments on the course, the challenges to horse and rider attributed to contestants give life to the story.

Class 18: ONLINE NEWS REPORTING ARTICLE

(9 entries)

1st

Bloodhorse.com

“High-Volume Shops Make Case As Wagering Study Continues”

By Tom Lamarra

May 23, 2004

Article tackles a tough, complicated subject and goes to great lengths to present all aspects and sides of the story and explain them as thoroughly as possible. Excellent journalism. Quality effort to present this information to readers is applauded.

2nd

EquiSearch.com

“Postcard: Dressage At Devon 2004”

By Nancy Jaffer

October 4, 2004

Writer’s knowledge of subject is readily apparent and greatly appreciated. Clearly, concisely written, presenting fact mixed nicely with quotes, background and anecdotes. Love the lead.

Class 19: ONLINE SERVICE TO THE READER ARTICLE

(4 entries)

1st

*The American Quarter
Horse Journal Online*

“The Select Challenge Workout”

By Jody Reynolds

April 2004, May 2004, June 2004

Idea of an on-going series in the form of a challenge is commendable, helping the reader to form real goals toward self-improvement. Well-written, thorough, excellent details, good general summaries. Clear, helpful photos. Reader is given options, and encouraged to individualize the program, while the monthly chart is very helpful in keeping participants on track.

Class 20: STUDENT EQUINE- RELATED JOURNALISM

(14 entries)

1st

Jessica Bieber

“Sonora Creek Specialties”

Published in *Equus Caballus*

Spring 2004

This is a touching and important story about a Georgia horse facility that provides disabled students with physical and emotional support to succeed in riding—and life. The writing is clear and the research is thorough. The subject would be prone to mawkishness by some writers, but Jessica Bieber’s straightforward account uses well-deployed quotations and generous amounts of facts to present a thoughtful account of some wonderful people involved in a wonderful program.

2nd

Jessica Bieber

“Balancing Horses And Homework”

Published in *John Lyons Perfect Horse*

December 2004

Here is a well-informed presentation of what a horse-riding student should consider when entering

college. The use of the second person and statements from college sources help make the article interesting and useful for students and their families.

3rd

Rebecca Pitcher

“Sally Broten Hits A Double”

Published in *Quarter Horse News*

November 15, 2004

This story on the NRHA Non-Pro reining event is

a superb example of solid news-writing and reporting. The introduction goes right to the point. The whole story is laden with every fact any reader would want to know. Carefully chosen quotes—direct and indirect—allow the competitors to speak for themselves. The article shows the kind of writing discipline (clarity, vocabulary, syntax, grammar) that gives the reader confidence that the information is accurate, the most important attribute of good journalism.

Advertising Design

Class 21:

PUBLICATION STAFF

ADVERTISEMENT

(circulation under 15,000 — 22 entries)

1st

The Florida Horse

“Strength In Numbers”

Designer: Renee St. Leger

August 2004

This is a strong ad in many ways. From a marketing point of view, summing up all the benefits into one clear message is strategically sound and desirable. Graphically, the font used for the headline expresses strength. The visual carries out the concept using an entirely appropriate subject for the advertiser. And the copy does a nice job of supporting the overall idea. This is well art directed – allowing the visual to dominate.

2nd

The Horseman & Fair World

“New York, Meet Chicago”

Designer: Suzy Hall

July 28, 2004

This concept is very cleverly portrayed without succumbing to the all-too-familiar photos of horses racing. Using the skylines of the two cities is quite effective at stopping the reader, and the headline font appropriately communicates an urban feel.

3rd

The Horseman & Fair World

“The Firepan”

Designer: Suzy Hall

February 4, 2004

As a series of four ads, these show a consistent format that builds a look for the advertiser. The advertiser will benefit from the consistency of this design with repeated exposures.

Honorable Mention

Equineews

“Neigh-Lox: The Long Haul”

Designer: Sheri Wood

October 2004

This is a simple, straightforward ad with some humor. The illustration in the headline works very well at communicating what the product is for. The product shot is nice and large, but not so big that it overwhelms the rest of the ad. The copy provides good information about what can be expected of the product. And it's quite clear who the advertiser is.

The Horseman & Fair World

“Preferred Power”

Designer: Suzy Hall

July 21, 2004

The visual in this ad does a nice job of playing off the headline. It has stopping power, and once again, we see a rather unexpected visual, not another photo of a horse. Beyond the graphics, and perhaps more importantly, the team has presented a strong idea that the advertiser could extend into other marketing tactics. The notion of “preferred power” is a long-term position, and something to build a brand upon.

Class 22: PUBLICATION STAFF ADVERTISEMENT

(circulation 15,000 and over — 23 entries)

1st

***Paint Horse Journal* “Zip This”**

Designer: Kelly Wise
December 2004

Excellent design. All elements work flawlessly together to create a visually stunning piece. The type treatment of mixing serif and script is thoughtful and each place they are used reinforces the other – deftly referring stud to farm and vice versa.

2nd

***Appaloosa Journal* “National Appaloosa Show Poster”**

Designer: Tracy Early
July 2004

This submission takes elements that normally don't lend themselves to an exceptional design and makes it exceptional. The neutral accent colors pop the poster art off the picture plane. The typography is well done. Even the smallest type is expertly kerned and adds legibility to the piece.

3rd

***The Blood-Horse* “Did You Know?”**

Designer: *Blood-Horse* Publications Art Dept.
Photographer: Lee Thomas
Concept: Stacy V. Bearse
Marketing: Robert Bolson
December 18, 2004

Well designed. This designer used white space and deft use of color to a nice advantage. The green headline reinforces the logo. This ad shows exceptional attention to detail. The text wraps expertly around the photo. The photograph of Ms. Kiser is warm and invites the reader to “come on in” to the piece.

Honorable Mention

***Paint Horse Journal* “Stallion Issue Ad”**

Designer: Kelly Wise
October 2004

Designer shows excellent attention to detail. Good

use of accent colors. Foal's head leads the viewer's eye through the ad well.

Thoroughbred Times

“Everything You Need In A Nutshell”

Designer: Amy McLean
Photographer: Enzina Matrippolito
July 3, 2004

Spare design makes super use of white space. Nice typography. The use of color is subtle but very effective. Clever concept.

Class 23: CORPORATE/AFFILIATE ADVERTISEMENT

(16 entries)

1st

Farnam Companies, Inc.

“Proven Dewormers For Every Horse”

Author: Jerry Filson
Designer: Jon Falls
Photographer: Bob Langrish

Published in *Equus*, *Western Horseman* and *Horse Illustrated*
February 2004

This submission shows a nice organic yet highly technical (medical) feel. The reader gets the sense that Farnam is constantly researching and developing better wormers and that they understand their client base. The ad is very well designed. The photography choices are excellent. The placement of every element is critical to the ad and is very well thought out. The design leads the reader's eye through the ad and holds their attention. The type is clean and easy to read.

2nd

Farnam Companies, Inc.

“Now Guarantee Your Horse Gets Every Ounce of Supplement...Every Time”

Author: Jerry Filson
Designer: Jon Falls
Published in *Equus*, *Western Horseman* and *Horse Illustrated*

May 2004

This ad uses its white space very effectively. A clean, spare design allows visuals to immediately tell the story.

3rd

American Paint Horse Association

“Programs Ad”

Author: Gina Phipps

Designer: Jeanette Poer

Published in *Paint Horse Journal*

July 2004

The main image is bold and powerful, immediately arresting the viewer’s attention. The secondary images balance the layout well and are the best at showing the versatility of the Paint Horse. The layout flows smoothly and the designer shows sensitivity to type.

Cover Design

Class 24:

MAGAZINE COVER PAGE

(circulation under 15,000 — 39 entries)

1st

The American Quarter Horse Racing Journal

Designer: Brian Smith

Photographer: Shahn Rowe

February 2003

Three elements — image, cover lines and nameplate—are all working together to make this cover a winner. Colorful, fast, angled image really denotes speed and is an attention getter. The words “Blurred Lines” describe the photo to a “T” which indicates that the art director and editor are working together. A first rate exciting cover.

2nd

Hoof Beats

Designer: Gena Gallagher

Photographer: Mark Hall

July 2004

A beautiful photo. Selected focus of the interesting weathervane against the colorful out of focus flag is a nice juxtaposition of elements. The shape of the weathervane and the color in the flag work beautifully together. Cover line is simple with nice stacking of words.

3rd

The Whip

Designer: Koren Klumpp

Photographer: Ted Campbell

March 2004

A simple, but clean cover. The centered horse in the foreground invites the reader into the magazine. Stone

overpass and soft greenery in the background are also inviting and serene. Different shades of subtle green in the nameplate along with the soft yellow logo are the perfect color choices for this cover.

Honorable Mention

The Florida Horse

Designer: Renee St. Leger

April 2004

The formula for a winning cover is an exciting, nicely lit photo with a simple background, a strong nameplate and a strong, but simple cover line. This cover has all three elements.

Class 25:

MAGAZINE COVER PAGE

(circulation 15,000 and over — 43 entries)

1st

The American Quarter Horse Journal

Designer: Justin Foster

Photographer: Barbara Van Cleve

June 2004

It gives me great pleasure to give first place to a black and white photo and one color cover. All the elements are working together so effectively that you don’t miss the lack of color in this strong cover. The square black-shaped nameplate works beautifully against the dramatic light gray sky. The word journal fits nicely along the photo and the last letter “L” stops short of the little dog in the photo. The final winning detail is the subtle placement of the cover line tucked below the nameplate.

2nd

America's Horse

Designer: Tina Wheeler

Photographer: Jim Jennings

November/December 2003

This breathtaking photo really draws you in. Your eyes start at the bottom with the bushy green foreground and continue on to the ghosted riders, moving to the dramatic mountains that beautifully fade into a negative white sky. The sky lends itself for the perfect place to put the strong nameplate. The blue band and Q is the perfect touch to the negative white backdrop. Simple, small cover line is very readable and is placed so it doesn't interfere with the photograph. Very, very tasteful and elegant.

3rd

Equestrian Magazine

Designer: Hammond Design

Photographer: Arnd Bronkhorst

June 2004

How clever to show a plain brick structure to depict "real estate," but add the shadow of the horse and rider so real estate becomes specific to horses and barns. Very clever idea and good execution. Beautifully lit photograph with intrigue. Nice placement and size of main cover line. Choice of yellow nameplate and cover line continues the warmth of the photograph.

Honorable Mention

Paint Horse Journal

Designer: Shaun Paul

Photographer: Charles Mann

January 2004

This special photograph really makes the cover. Simple, but yet it captures a warm feeling between the two. The images fill the cover space nicely as the focal point and even the negative space forms a pleasing diagonal shape in the background.

The American Quarter Horse Journal

Designer: Justin Foster

Photographer: K.C. Montgomery

December 2004

This photo illustration is first rate. Beautifully crafted and executed. The warm black background is perfect for the cool square nameplate and rust "Journal." The drop out white Q, horse head and cover line form a triangle shape that your eye pleasantly follows and absorbs. Very captivating.

Class 26:

TABLOID/ NEWSPAPER COVER PAGE

(19 entries)

1st

Horsemen's Yankee Pedlar

Designer: William Greenlaw

Photographer: Tony DeCosta

August 2004

The stately horse so perfectly centered on this cover is also perfectly matched by the generally simple yet painstaking use of color all around it. Using blue on blue can be a dangerous mix, yet the type in these teases pulls it off. And the choice of stories to tease suggests the publication has something for everyone. A real work of art — even beyond the artistic photo. This is the well-deserved winner.

2nd

Equine Journal

Designer: Deanna Sloat

October 2004

Stunning lighting effect made it impossible to take our eyes off this photo. The lighter tints in the horse's mane form a perfect background for the masthead and other basics, but also play well off the all-black backdrop. Also, the white and gold type in the promo heads at left are a good choice, and create a cover that is both stunning yet artful in its simplicity. Overall effect is excellent.

3rd

Thoroughbred Times

Designer: Tami Zigo

Photographer: Patricia McQueen

November 6, 2004

With masthead and bottom box for story references matching jockey's silks, this holds together perfectly. Photo captures a perfect moment, and headline "This Ghost Is For Real," is perfect exclamation point for Ghostzapper's victory.

Honorable Mention

California Horsetrader

Designer: Derrick Cook

Photographer: Daniel K. Lew

June 17, 2004

Sharpness of the photo and the sustained action of the leaping horse combined with the rider's very visible expression of concern truly capture the moment. And the entire cover holds together well thanks to the subtle near-match of the masthead/logo with the equestrian's outfit.

Horsemen's Yankee Pedlar

Designer: William Greenlaw

Photographer: John Brasseaux

May 2004

Elegant photo with detail that even draws attention to the artwork within the horse's bridle. Headlines giving reader a hint of what's inside are also orderly, and the building of the ones on the left — from smaller type at the top to the larger "Teach Your Horse to Drive." A cover that's beautiful in its simplicity.

Editorial Design

Class 27:

EDITORIAL DESIGN

(circulation under 15,000 — 41 entries)

1st

Equestrian Retailer

"Spotlight Home Décor"

Designer: Lisa Wrigley

September/October 2004

Very inviting layouts and consistent in style and presentation. Elegant look won the first place award. We enjoyed the photography and felt right at home with the country look. Very nice feel.

2nd

Professional Farrier

"Turn The Heat On"

Designer: Kevin Hambel

Photographer: Michael Edwards

March/April 2004

Intro type treatment with the photos was the best in the field. Designer took some risks, yet stayed in the grid. Headline added a nice touch of color without overdoing it. We liked the thought the designer put in the layout on a difficult subject matter. Anvil graphic for the article ending was quite imaginative.

3rd

Eventing USA

"USEA Young Event Horse Series"

Designer: Dara Bailey

Photographer: Shannon Brinkman

November/December 2004

Photography on this spread was clean, simple and

inviting. We like the departmental graphics at the top which allow readers to know where they are. Clean enough that they do not interfere with the layout. Nice sidebar color treatments to break up the text. A simple, elegant and readable series of spreads.

Honorable Mention

Professional Farrier

"Balance By Another Means"

Designer: Kevin Hambel

Photographer: Chris Trnka

September/October 2004

The designer composed a technical series of layouts on farriers that is not an easy subject matter to convey. We felt the spreads were not only graphically appealing, but simple enough for the reader to follow along through the entire article. Good use of color for the whole sequence. This is was most definitely the best color palette in the field.

Class 28:

EDITORIAL DESIGN

(circulation 15,000 and over — 74 entries)

1st

Paint Horse Journal

"Beautiful Dreamer"

Designer: Shaun Paul

December 2004

Excellent layout and type choice and treatment. Vivid colors capture the essence of the artist's talent. Nice, clean editorial layout with just the right color choices.

2nd

Keeneland

“Victory Gardens”

Designer: Suzanne Depp

Photographer: Lee P. Thomas

Summer 2004

Very nice and inviting design. The periwinkle color background choice is the perfect compliment to the lovely pictures featured in this article. With very little copy to work with, the designer did an excellent job of photo choice and placement. Really nice opening spread sets the tone for the rest of the piece.

3rd

Paint Horse Journal

“Pacific Northwest Regional Spotlight”

Designer: Shaun Paul

May 2004

Lengthy articles are always somewhat difficult to design and still maintain continuity throughout the piece. The designer has done an excellent job of handling all of the text and photos and still keep the piece interesting for the reader. Use of three-dimensional map art is a nice touch.

Honorable Mention

Paint Horse Journal

“Not So Yummy”

Designer: Kelly Wise

April 2004

A very nice, clean layout provides the theme for this important subject matter. The designer has taken great care to plan the multiple plant photo positions to compliment the text and highlighted descriptive sections. Great photography and spread treatment.

Paint Horse Journal

“Lessons In Lighting”

Designer: Kelly Wise

October 2004

Dramatic photo with lighted highlights really sets the tone for this article and the designer made a nice choice in the selection and treatment of the headline text. Nice photo placement and background shading keeps the piece consistent with the subject matter. Timer drop-out is a nice touch at the end.

Class 29:

ONE PAGE OR TWO PAGE SPREAD EDITORIAL DESIGN

(19 entries)

1st

Professional Farrier

“S.O.U.N.D.”

Designer: Kevin Habel

March/April 2004

Attractive, effective features don't have to have stunning images or fancy typography—they just need to convey ideas with clarity and style. That is what makes this layout so successful. Nice color choices, good use of a limited typographic palette and a strong left to right read make this a winner.

2nd

The Whip

“Whip’R Snappers Have A Bloomin’ Good Time”

Designer: Koren Klumpp

Photographer: Ted Campbell

September 2004

The nice combination of color, typography and ornament triumph. Here's a case where the feathered photos look good against a nice squared image. The reserved use of the calligraphic font hits just the right note.

3rd

The American Quarter Horse Journal

“Get A Life”

Designer: Justin Foster

March 2004

This is a nice way of treating a difficult visual subject.

Honorable Mention

Quarter Horse News

“Brazile Wins Second Consecutive Wrangler Timed Event Championship”

Designer: Aysha Hoffman

April 15, 2004

The dramatic silhouetted image is a compelling eye-catcher in this layout.

The Whip

“The Driving Force”

Designer: Koren Klumpp

Photographers: Ann Pringle, Pat Cheatham,

Sally Cheatham

March 2004

This is a nice photo spread with a good combination of sharp-edged images and feathered photos that create an interesting sense of figure/ground tension.

**Class 30:
EVENT COVERAGE**

(19 entries)

1st

Eventing USA

“Greek Drama—The Eventing Trilogy At The 2004 Athens Olympic Games”

Designer: Dara Bailey

Photographers: Shannon Brinkman and Charles Mann

September/October 2004

While not overwhelmingly “design-y” this story provides the real goods with strong photography and bold picture layouts—which is what the readers want. The charting in the back is clean and informative, and the picture spreads are full of interesting choices.

2nd

The American Quarter Horse Journal

“Your Time To Shine”

Designer: Terry Stidger

October 2004

The type design on the heads is lively and the follow-through on the ensuing spreads holds everything together nicely.

3rd

Quarter Horse News

“One Commanding NRHA Derby”

Designer: Aysha Hoffman

July 1, 2004

An excellent example of making use of the large tabloid pages by moving the eye around through the use of decks, images, charts and subheads.

Honorable Mention

The American Quarter Horse Journal

“World Class Winners”

Designer: Terry Stidger

January 2004

This very attractive opening spread is elegant.

The Whip

“Team USA Challenges Limitations At World Championships”

Designer: Koren Klumpp

Photographer: Pat Kastama

September 2004

This nicely designed and well-executed two spread story shows a strong command of design and photomanipulation tools.

Photography

Class 31:
PUBLICATION STAFF
BLACK & WHITE
EDITORIAL PHOTOGRAPH
(9 entries)

1st

The Chronicle Of The Horse
“Mr. Springfield’s Best Effort”

Photographer: Tricia Booker
September 24, 2004

The photographer was able to capture this image at the exact time for perfect placement of the jump. The image is perfectly sharp and enables the viewer to see the extreme concentration on the rider and muscle strength of the horse. The image stands alone at the top of this class.

2nd

The Chronicle Of The Horse
“Robinson And Richard Spooner”

Photographer: Tricia Booker
September 24, 2004

This image shows emotion and strength. The photo was captured at a great time to demonstrate the ability of the horse.

Class 32:
PUBLICATION STAFF
COLOR EDITORIAL
PHOTOGRAPH
(31 entries)

1st

Western Horseman
“Best Calf Roper”

Photographer: John Brasseaux
December 2004

An extremely exciting photo and one that we came back to multiple times during the review process. The photographer was in a great location for capturing

a perfect image. This is a refreshing image as it is unlike any other image submitted in this category.

2nd

Thoroughbred Times
“Perfectly Smarty”

Photographer: Enzina Matrippolito
May 8, 2004

Thank you for submitted this ‘mud’ image. We liked so much about this image but most especially the fact the horse is perfectly placed with the Churchill Downs logo on both side of his gate. We couldn’t have asked for a better framed image. In addition, the focus is really good allowing us to see every muscle in use.

3rd

The Chronicle Of The Horse
“Royal Kaliber”

Photographer: Tricia Booker
February 6, 2004

This is a wonderful image and having it used on the glossy paper adds so much to the end result. Perfect pose and perfect focus shows us every little detail in the horse and also helped to place this in the top of its class. The expression on both the rider and horse are really good and it’s also really nice to be able to see this.

Honorable Mention

The American Quarter Horse Journal
“Pole Bending”

Photographer: Aspen C. Emmett
January 2004

This is a very refreshing approach to the subject of the article. The angle is really nice and the mud flying in the air demonstrates exactly what the viewer is supposed to take away from the image.

Western Horseman
“A Cut From Above”

Photographer: John Brasseaux
January 2004

This image placed high in its class because of the creative approach to the subject matter. It is always refreshing to see new points of view. There is also no doubt about what we as a viewer are supposed to be seeing because of the action seen in the horse’s feet.

**Class 34:
OPEN COLOR
EDITORIAL
PHOTOGRAPH**

(28 entries)

1st

American Farriers Journal
“November Cover”

Photographer: David Stoecklein
November 2004

This is a really terrific image. What better way to demonstrate farrier supplies than by including a horse foot showing a shoe. I really liked the effect the soap adds in this image and the facts that the background is not at all distracting from the image.

2nd

Paint Horse Journal
“JR Red Diablo”

Photographer: Charles Hilton
November 2004

This image is good enough to be a poster! Very few images that we judged in this contest are as sharp as this one. You can literally count every hair on the horse’s neck. The mane blowing in the wind is the icing on the cake.

3rd

Western Horseman
“Chance For Rain”

Photographer: Robert Dawson
June 2004

This is a wonderful image that was captured during a limited weather opportunity. The silhouette of the rider and dog, including capturing the dog with perked ears, is really a treat to review.

Honorable Mention

Douglas Lees

“Kinross Farm Rising To The Top”

Published in *Mid-Atlantic Thoroughbred*
September 2004

What we liked most about this image is that it works well as two single page images but when you bring the two halves together you have a stunning double page spread. The path between the fenced areas is a natural lead into the main barn.

Mid-Atlantic Thoroughbred

“Flying Angel”

Photographer: Cindy Pierson Dulay
July 2004

Perfect place at the perfect time to capture a once in a lifetime image. Good job at getting the image in focus, too.

Illustration

**Class 35:
ILLUSTRATION**

(19 entries)

1st

Hoofcare & Lameness Journal
“The Glass Horse: The Art Of Equine
Anatomy”

Illustrators: Dr. Andy Parks and The Glass Horse Project, U. of Georgia Vet College
Fall 2004

Complex anatomy is well executed with a beautiful and dramatic flair in this illustration. This is a very attractive piece of cover art that works extremely

well to draw the viewer’s attention. Great textural detail and a wonderful three-dimensionality add to the powerful impact of the overall composition.

2nd

The American Quarter Horse Journal
“Healthy Horse Show Eating”

Illustrator: Scott Peck
April 2004

This is a delightfully humorous illustration. A strong command of technique, bold colors, and an “in-your-face” perspective all combine to create an eye-grabbing piece of art that incorporates a great range of values and tones. The editorial message is quickly conveyed while putting a smile on the reader’s face.

3rd

Dressage Today

“Solutions”

Illustrator: Sandy Rabinowitz

August 2004

This is a very effective piece that communicates the author's intended message in a precise manner. A wonderful atmospheric perspective has been created that draws the viewer into the scene. There is a skillful use of loose watercolor technique with a beautiful range of contrast, value and tone.

Honorable Mention

Equestrian Retailer

“Tracking Trends”

Illustrator: Kevin Cordtz

March 2004

There is a nice technique with a skillful use of color

range and tone while utilizing an unusual central light source. Clever imagery and exaggerated facial expressions clinch this witty and humorous illustration. This attractive piece works well to draw the reader's attention and convey the editorial message.

Equus

“How Well Do Horses Hear?”

Illustrator: Celia Strain

January 2004

A beautiful depiction of a minute but highly detailed region is seen in this artwork. I love the use of the glow behind the boldly outlined anatomical area. This very clearly and accurately shows the complexity of the equine hearing apparatus. I applaud the consistent light source in the illustration that correctly corresponds to the environmental lighting seen in the photograph.

Specialty Classes

Class 36:

SINGLE ISSUE

SPECIALTY PUBLICATION

(28 entries)

1st

Primedia Equine Network

“Growing Up With Horses”

Editor: Jennifer Forsberg Meyer

Designer: Brian Smith

Spring 2004

The professional newsstand quality of the cover is bound to make it a high readership publication. The editors marry a compelling photo with story blurbs to lure readers inside. An excellent table of contents makes topics easy to find. Lushly designed features and strong story telling give readers a reward for reading cover to cover.

2nd

Paint Horse Journal

“2004-2005 Breeders & Trainers Directory”

Editor: Jennifer Nice

Designer: Paul Zinn, Kelly Wise, Shaun Paul, Melanie Dutton

June 2004

The luxurious, eye-catching cover of this publication draws readers inside. Functional directories appear toward the back; upfront are feature stories packed with useful advice and information. Layouts make bold use of photography, headlines and color, much like a newsstand publication.

3rd

The Florida Horse

“The Florida Horse 2004 Farm And Service Directory”

Editor: Michael Compton

Designer: Renee St. Leger

June/July 2004

This struck me as the most reader-friendly of the directories in this category. Most catalogs or souvenir programs overwhelm readers with volumes of information. This one put a table of contents on tabs, so readers can easily flip to the sections of interest. Most impressive is a pocket-sized trail map that readers can carry with them on rides.

NOTE: All honorable mentions are listed alphabetically. Class 33 was cancelled.

Honorable Mention

Primedia Equine Network

“Discover Horses At The Kentucky Horse Park”

Editor: Cathy Laws
Designer: Celia Strain
April 2004

Diverse subject matter is covered thoroughly with attention to wordsmithing. The artfully melded design makes the reader want to make a pilgrimage here. The publication succeeds because it has the look and feel of a real magazine, with a luscious cover, well organized table of contents and feature stories.

The American Quarter Horse Journal

“Go the Distance: 2003 World Championship Show Program”

Editor: Jim Bret Campbell
Designer: The *AQHJ* Staff
July 2003

This publication must be the gold standard for souvenir programs. Excellent cover graphics add continuity when repeated on inside editorial pages, and also help the reader distinguish which pages are editorial and which are ads.

2nd

David Stoecklein

“The American Quarter Horse”

Photography: David R. Stoecklein
Editor: Carrie Lightner
Designer: T-graphics/Adrienne Leugers
October 2004

This is a very beautifully done tribute to the American Quarter Horse. This collection of photographs, background, and historical facts lets the reader learn the importance of this animal that helped change the face of the American West. The photographs cover this breed at work, at play, at rest with a reverence that is clearly communicated.

3rd

Workman Artisan

“Horses”

Photography: Yann Arthus-Bertrand
Text: Jean-Louis Gouraud
August 2004

A stunning front cover leads the reader into a remarkable collection of equine portraits. The information on the various breeds, beginning with the birthplace of the horse and continuing around the world, is fascinating and helps the reader understand the significance of each breed.

Class 37:

EQUINE-RELATED BOOK

(25 entries)

1st

The Lyons Press

“The Art Of The Western Saddle”

Author: Bill Reynolds
Designer: Diane Gleba Hall, Diane Huhn
Photography: Myron Beck Photography
Courtesy of High Noon (cover photography)
December 2004

As the flap copy says, “This is an elegant look at the evolution of saddle design and decoration.” It is beautifully done throughout and contains brief interesting historical facts on saddle making on almost every page. But it is the intricate, detailed, uncluttered, crystal clear photos — beginning with the stunning cover and continuing throughout — that keeps you turning every page. This is beautiful eye candy with substance besides, a coffee table book for any horseman’s living room and library.

Honorable Mention

Primedia Equine Network

“Head-To-Toe Horsemanship”

Author: Lynn Palm with Sue M. Copeland
Editor: Cappy Jackson
Designer: Laurel Suire Eddlemon
Photography: Darrell Dodds
October 2004

Both covers are visually appealing and nicely convey the message that there is a way to improve your horsemanship and your safety. The detailed photos, illustrations and well-written instructions, make it easy to read and very understandable. Overall, this is a very nicely done, helpful book.

Trafalgar Square Publishing

“Bombproof Your Horse”

Author: Sgt. Rick Pelicano with Lauren Tjaden
Designer: Carrie Fradkin, C Design
Illustrator: Gary Jones
January 2004

A very clear, concise front and back cover that

communicates at a glance what the reader can expect to find inside. The diagrams and multiple color photos throughout coupled with easily understandable information, make the “bombproof” concept easy to visualize with or without being on the horse. Each chapter clearly spells out the various problems confronting riders and offers detailed solutions for handling different situations.

Class 38: **EQUINE CALENDAR**

(7 entries)

1st

Appaloosa Journal

“Appaloosa Journal 2004 Calendar”

Designer: Jon Bickelhaupt

The Appaloosa Journal 2004 calendar does a great job displaying amazing photography with easy to read monthly calendar grids. At first glance, you look at the larger monthly photographs which come right off the page. The smaller inset photographs, while not as pronounced, add every bit as much to the visual element of the calendar. The type font used is attractive and fits the style of the overall calendar. I like the vertical positioning of the month and year. It adds a nice design element. The publisher did a great job of creating a piece that functions as a calendar, while also being an informative promotional item. They have done a great job showing the beauty of Appaloosas.

2nd

Western Horseman

“2004 Cowboy Calendar”

Designer: Jodi Hendrickson

The construction of the 2004 Cowboy Calendar is excellent. The heavier matte stock paper adds to both the feel and look of the piece. The black and white sketches add a great visual contrast to the color photography. The poems at the beginning and the end add to the calendar's charm – can you use the word “charm” on a piece that is so clearly cowboy? I was glad to see the publisher use the spiral bind so that the calendar lays flat.

Class 39: **NEWSLETTER**

(9 entries)

1st

The Horse Report

Editor: Barbara J. Meierhenry

Designers: Barbara J. Meierhenry and
Marianne Post

Credit: Gregory Ferraro, Director,

Center for Equine Health

October 2004

Publication has a clean, yet attractive layout, with an effective combination of photos, text, and graphics. Plus, the fonts are large enough for readers with less-than-perfect eyesight to read without straining. In addition, *The Horse Report* uses two techniques to encourage readers to open the publication. The publishers continue their lead story on an inside page. The front page also features a table of contents, to inform readers that they will find additional topics covered on the interior pages.

The publication has great reference value as well. Features like the chart on techniques for stabilizing equine fractures and the helpful tips on eye problems increase the chances that recipients will want to hold on to the newsletter and refer back to it in the future. Finally, *The Horse Report* has multiple response mechanisms that make it easier for readers to communicate with the publishers. The newsletter includes a self-addressed envelope for those wishing to make contributions to the Center for Equine Health. The back page includes the names and contact information for officials at the center. The last page also includes a blurb that invites readers to choose their preferred delivery method.

2nd

TBH MarketWatch

Editor: Eric Mitchell

Assistant Editor: Jason Russo

Designer: Dana Kelley

July 2, 2004

TBH MarketWatch turned in a strong performance en route to taking second-place honors. The newsletter contained some of those superb color Thoroughbred photos for which industry photographers are famous. The placement of the table of contents clearly conveys the message that the publi-

cation 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 in the first crop sires story to break up large blocks of text and clearly convey which information pertains to which horse. By punching holes in the publication, the publishers also make it clear that the publication will serve as a valuable reference tool, which increases the “shelf life” of each issue. These attributes combine to keep *TBH MarketWatch* at the forefront of equine newsletter publishing.

Class 40: ELECTRONIC PUBLICATION

(7 entries)

1st

Bloodhorse.com

Webmaster: Gordon Lester

Web Editor: Ron Mitchell

Web Designer: Jeff Flannery

Audience specialization is superb. Each element of the site navigation is well designed and distinguished from the other. While there is a lot of advertising it is not visually distracting from finding content. The “scent of information” is excellent. Site visitors can easily find information even though the site is large.

The site is beautiful in every way. It is an excellent example of what a large portal site should be...easy to use, full of information that is easy to find and updated frequently. Every aspect of the site is well done. The site gives an instant sense of credibility. It is well designed and modern looking.

2nd

TheHorse.com

Web Editor: Christy West

Web Designer: Jeff Flannery

The site focuses well on the intended audience and covers a broad range of topics. The information is presented so that users get bite size tidbits and can drill down for more information. Site is beautifully designed, professional and easy to navigate. The layout makes information logical and easy to find. None of the front page content or elements compete with one another, which is a difficult challenge considering the amount of information presented.

Class 41: MERIAL HUMAN- ANIMAL BOND AWARD

(16 entries)

Patricia Lasko

“The Elixir Of Pure Joy”

Published in *Dressage Today*

May 2004

General Excellence

Class 42: TABLOID/NEWSPAPER

(10 entries)

Winner

Thoroughbred Times

Eye-catching covers, sharp layout throughout, good use and placement of results and other listings, and absolutely stunning coverage. Strong news and feature writing throughout, outstanding use of photos — and the courage to play them big, all make *Thoroughbred Times* a winner. From cover to cover, this is absolutely outstanding stuff.

Honorable Mention

Quarter Horse News

Excellent coverage of all aspects of the Quarter Horse industry, just as the name and mission statement suggests. Publications of up to 160 pages aren't always easy to organize, but this is, from a well-placed note from the Editor that welcomes the reader to the Classified listings in the back. Excellent mix of news coverage and features. While event coverage is strong, profiles are also well written. All the while, the full color layout brings the pages to life, and a better use of large photos than we've seen in the past jumps out.

**Class 43:
ASSOCIATION
MAGAZINE**

(circulation under 15,000 — 13 entries)

Winner

*The American Quarter
Horse Racing Journal*

A delight to read and to view. In addition it takes into consideration a diverse audience with not only articles written in English but also in Spanish. Table of contents is clean and well packaged that enables readers to know exactly what the articles in each section are about. Well designed to make navigation of the magazine easy.

Honorable Mention

Hoof Beats

Good use of multiple entry and exit points that helps pull readers into the articles. Readers can pick up and begin reading the articles anywhere without feeling like they are missing out on information.

**Class 44:
ASSOCIATION
MAGAZINE**

(circulation 15,000 and over — 8 entries)

Winner

Paint Horse Journal

Informative illustrations and articles to give readers know how, not just a how-to guide to show horse riding. Provides its audience with knowledge necessary to get started or to improve their riding skills. Photo essays are well designed to provide information quickly.

Honorable Mention

The American Quarter Horse Journal

Vivid photography and well packaged articles that enables readers to know exactly what the articles in each section are about.

**Class 45:
STATE OR REGIONAL
PUBLICATION
ANY FORMAT**

(9 entries)

Winner

Mid-Atlantic Thoroughbred

Contains concise but information-packed articles that are easy to read. Clean well designed covers with nuggets of information to draw readers in. Each issue provides pricing and other information on the top stallions from the Mid-Atlantic region.

Honorable Mention

California Thoroughbred

Good use of photo essays in the design of cover stories. Good use of color to separate sections of magazine.

**Class 46:
SELF-SUPPORTED
MAGAZINE**

(circulation under 15,000 — 6 entries)

Winner

Equestrian Retailer

Equestrian Retailer delivers what it says it will — information for equine retailers — and it does it in a great package. The magazine features wonderful cover photos, clearly identified editorial wells, interesting layouts and good industry stories. It is inviting.

Honorable Mention

Blaze Magazine

Any horse-loving child will also love this magazine. It includes a variety of fun and educational stories in well-designed, kid-friendly layouts. This magazine does a good job reaching the younger crowd.

Class 47:
SELF-SUPPORTED
MAGAZINE

(circulation 15,000 and over — 13 entries)

Winner

Horse & Rider

Horse & Rider is an impressive magazine all around with a very focused mission. It focuses on the personality of the horse and the relationship between the horse and rider. The design is clean and easy to follow. The photos are well produced. The entire magazine is put together as one package that easily flows from story to story. In addition, it takes on some gutsy subjects in its editorial, as well as practical issues and subjects. The design is updated and consistent. All in all, a very good publication.

Honorable Mention

Equus

Equus first pulls readers into its pages with a creative, beautiful cover and easy-to-read cover lines. Readers are compelled to look inside and they aren't disappointed. From contents page through to the Back Page, *Equus* delivers interesting copy that is health focused, but varied with some riding and industry news, generally meeting its very broad mission statement. The layouts are superb. *Equus* is a solidly written, attractive magazine that will give readers their money's worth.

Practical Horseman

Practical Horseman states in its mission statement that it will cover a wide variety of subjects and it does. The magazine is chock full of good stories. The design of the magazine is clean and well done. It looks updated. Overall, a great, informative publication.

Overall Publication

Thoroughbred Times

If this newsmagazine came out monthly, it would still stand out as a remarkable achievement. To produce a magazine of this excellence weekly is an accomplishment that deserves top honors. This weekly news tabloid stands among the best of its kind of any tabloid in the country. What beautiful covers, including news heads with page numbers to help readers find the stories. There's an excellent

table of contents, and then a fine "News Line" section opens each issue. Despite the time constraints, the tabloid has bright heads, superior photography that is accompanied by solid, informative captions, and good subheads or entry points. And then there's the exhaustive, thorough coverage and fine, lively writing. Surely racing fans find what they want and more. Over all, it's a winner — and the Overall Winner.

Judges

Danita Allen

Danita Allen is editor-in-chief and co-owner of *Missouri Life* magazine and Missouri Life, Inc., which also custom publishes other magazines. She and her husband bought and revived the magazine in 1999. Since then, it has won three awards from the International and Regional Magazine Association, for excellence in design and for reader service and historical stories. She served as the Meredith Chair for Service Journalism at the University of Missouri School of Journalism for 10 years, from 1995 to 2005. At Missouri she taught advanced editing, publishing, writing, or reporting classes, and she has lectured at Folio and other magazine conferences around the country.

Before teaching, she spent 15 years with Meredith Corporation, the publisher of *Better Homes & Gardens*, *Ladies Home Journal*, *Midwest Living*, *Country Home*, *Wood*, *Successful Farming*, and other magazines. While there, she was the founding editor of *Country America*, which reached a million paid circulation and was named by the industry as one of the Five Best Magazines of 1991 and to the "10 Hottest Magazines" list for three years. Danita and her husband raise and trail ride Missouri Foxtrotters.

Kate Bandos

Kate has worked with hundreds of publishers and authors, and dealt with a wide array of media people during her more than 30 years in publishing. Since the formation of KSB Promotions in 1988, she has primarily helped independent publishers garner media exposure. Prior to the formation of KSB Promotions, Kate was publicity director for M. Evans & Company (NYC), Globe Pequot Press (CT) and Pelican Publishing (LA). Handling national, regional, and local campaigns, Kate and her husband and partner Doug 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.

Jeanne Bernick

Jeanne writes about livestock and forage for *Farm Journal* magazine, a national agribusiness 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.

Susanna Brandon

Susanna has loved horses and a good story since she was a little girl listening to her father spin bedtime tales about his adventures on the family farm with two extraordinary steeds named Lightning and Buck. Years later, she launched *The Stable Companion*, a literary magazine for horse lovers, which was for two years a source of great pleasure and a huge financial drain, not unlike a real horse.

Susanna has been a reporter and editor for various newspapers in Ohio and Indiana, winning state and national awards for her news and feature writing, design work and headline writing. She currently lives in Northern Virginia, where she is a copy editor for *USA TODAY's* Life section.

Marian Studer Carpenter

Marian is a lifelong horsewoman who has been writing about the equine industry for more than 20 years. A former editor of the *Arabian Horse Times*, she has written a popular Western Horseman Publications book, and continues to write full-time on equine related and other topics for clients through her WonderWords company. She and her family, along with various horses and other animals, now live near Amarillo, Texas.

Steve Cornett

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

Tom Curl

Tom Curl of Brookfield, Wis., formerly was President/CEO of Reiman Publications, publisher of country lifestyle and food magazines and books. Previously, he was managing editor of *Southern Living* magazine, editorial director of *Progressive Farmer* magazine, and editor-in-chief of the magazine division at Southern Progress Corporation, a subsidiary of Time Inc. He is a 1970 Agricultural Journalism graduate of Texas A&M University.

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 journalist with a degree in agricultural journalism from Texas A&M University. Her business, Dunkel Designs, incorporates writing, marketing, photography, web design, and layout. Working from her office on her family's ranch near Wichita Falls, Texas, Jill writes regularly for both equine and livestock web and print publications in addition to serving corporate clientele. She enjoys riding, showing and raising horses with her husband and three children.

Deb Dunsford

Deb Dunsford has more than 20 years experience in public relations, media writing and account service. Some of her clients have included Monsanto, BASF Ag Chemicals, Asgrow Seed, Sea Ray Boats, Azimut Yachts, Armstrong Energy Service, Union Planters Bank, and DirectAg.com. She has worked for an international top-10 public relations firm and a regional top-20 advertising agency.

Deb has written for publications ranging from *Modern Bride* magazine to the Raleigh, N.C., *News and Observer*. Her training duties have included media and presentation training for clients, crisis

management for Kansas State University's Cooperative Extension Service and more than 10 years as a university instructor teaching media writing, technical writing, oral communication, study skills, and English composition. Her undergraduate degree is in Agricultural Journalism from Kansas State and her Master's and Ph.D. are in English from Texas A&M. In her free time she enjoys golf and fly fishing.

Sue Hakola

Sue returned to college at age 32 after 18 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 had artwork on display in the Smithsonian Institute and in museums in Japan, Germany and Great Britain. She has worked as an adjunct professor at the Ohio State University in medical illustration.

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 Immediate Past President of the Atlanta Chapter of the International Association of Business Communicators (IABC). He has also served as the chapter's Director, Finance and Director, Communications. In these capacities and others, he has judged many different awards competitions. G.W. has also taught numerous seminars on writing and newsletter production. He is also active in his community and serves as President of the Marietta Civitan Club.

Samir Husni, Ph.D.

Samir Husni, aka "Mr. Magazine," is Hederman Lecturer and Professor of Journalism at the University of Mississippi where he is chair of 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 min: media industry newsletter; and *The Chicago Tribune* dubbed him "the planet's leading expert on new magazines." He has appeared on Good Morning America, CNBC, CNN, CNNFN, PBS, and on numerous radio talk shows including National Public Radio's Morning and Weekend Editions. When he is not in his office reading magazines, Dr. Husni is at the newsstands buying magazines.

Wes Ishmael

Wes Ishmael of Benbrook, Texas, 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. Ishmael 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

Ray is editor of *The Westerly (R.I.) Sun*, vice president of its parent company, Sun Publishing Co., in Westerly, R.I., and the current president of the New England Society of Newspaper Editors, an organization of editors that presents professional workshops and other services for editors, reporters, photographers and designers throughout the six-state region. Ray has spent more than 25 years in the field of journalism, beginning as a sportswriter and later service as Education editor, City Hall reporter and Business Editor with his hometown paper, *The Berkshire Eagle* in Pittsfield, Mass. He went on to serve as City Editor of the *Daily News-Record* in Harrisonburg, Va., managing editor of the *Daily Local News* in West Chester, Pa., and as Editor of the *Times-Herald* in Norristown, Pa., prior to taking his position with *The Westerly Sun* in March 2000. He has served as a judge for the American Horse Publications competition since 1999.

Karen McMahan

Karen is editor of *Farm Industry News*, headquartered in Minneapolis, Minn. 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. 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.

John Meekins

John worked as a daily reporter for several large newspapers for 20 years, and taught journalism for 10 years. Most recently, he has been using his skills as a public relations writer for the State of Ohio. For three years he was also editor of *The Ohio Horseman News*.

During his years of teaching journalism, he reviewed thousands of articles. He lives in Columbus, Ohio.

Dr. Philip E. Prater, DVM, DIPL. ACT

Dr. Prater is an Associate Professor of Veterinary Technology. He received his DVM degree from The Ohio State University (1984) with an internship in Large Animal Ambulatory Medicine at OSU in 1985-86. Dr. Prater continued his education with a residency in theriogenology at the University of Tennessee in 1986-88, where he attended to all in-house reproductive referrals and performed routine ambulatory visits to equine, dairy and beef clients. While at Tennessee, his research projects focused on assisted reproductive techniques in domestic animals, and reproductive endocrinology associated with the performance of these techniques. He became a Diplomate of the American College of Theriogenologists in 1989.

After seven years in private practice, Dr. Prater joined the faculty at the Morehead State University — Veterinary Technology Program where his primary responsibilities include teaching large animal clinical procedures and health maintenance of the equine and food animal herds on the university farm. He has also developed a large animal referral center for patients from veterinarians in the region. Dr. Prater serves on the Kentucky Veterinary Medical Association's Emergency Management Committee. He has authored and co-authored several peer reviewed articles and also two book chapters on large and small animal reproduction.

Dr. Prater serves as faculty advisor to Pre-Veterinary Medicine students and the Pre-Vet club at Morehead State. He has served since 1996 on the Public Relations Committee of the American College of Theriogenologists, which he chaired from 1996 – 1998. From 1999-2001, he served on the Board of Directors of the ACT. Dr. Prater and his wife and three sons live in Wallingford, Kentucky, where they enjoy trail riding with their five horses.

Richard Rabil

Dick has over 27 years in the design field. He obtained a BFA in Communication Arts and Design from Virginia Commonwealth University in Richmond, Va., in 1977. For five years, he was art director at the Council for Advancement and Support of Education, a leading higher education association that focused on marketing and admissions at colleges and universities. In 1982, he established Rabil & Associates Design, whose work won awards from the Art Directors Club of Metropolitan Washington (ADCMW), Print Magazine, and Printing Industry of Maryland.

In 1997, he formed R+B Design Firm which has won over 80 awards in the design field. Dick is a member of the Board of Trade of Washington, D.C., on the Board of the American Marketing Association, a member of the International Association of Business Communicators, ADCMW, and formerly with the Olde Towne Gaithersburg Maryland Advisory Committee.

Don Ranly

Dr. Ranly has been a professor of journalism at the Missouri School of Journalism for 31 years. He is a veteran presenter of more than 950 writing and editing seminars and author of books on the subject. Don is internationally sought as a writing and publications expert and has been a guest speaker at AHP seminars on three occasions.

Sharon Reuter

Sharon is a partner in a successful design firm, specializing in publication design. She has almost 25 years experience and has won numerous national design awards. Projects include designing startup magazines, one-time publications and redesigning existing magazines and newsletters. Her firm recently designed a startup computer publication called *Queue*, and continues to design and produce the magazine ten times a year. Prior to starting Reuter and Associates, located in Baltimore, Sharon worked for Ziff-Davis Publishing, Conde Nast and Time Warner in New York City.

Sherry Ross

Sherry has been a sportswriter for 26 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 11 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 semi-retirement in New Jersey. She is a 1977 graduate of Rutgers University.

Thomas A. Schwartz

Tom has taught reporting, editing and photojournalism for 25 years at three universities. An associate professor in the School of Communication at Ohio State University, he has won awards for writing and photography for newspapers and a magazine.

Robert Sugar

Rob is the owner and creative director of AURAS, a publication design and consulting firm located in Silver Spring, Md. Over the twenty years that the studio has been in existence, he has been responsible for the design or redesign of over 50 magazine titles and the execution of nearly 70 identity campaigns for corporations, associations and businesses.

An early pioneer in electronic publishing, AURAS has been all-digital since 1989, and Rob has been responsible for advancing the quality of electronic publishing by evangelizing higher quality standards to manufacturers, software and hardware developers and end users through demonstrations, beta testing and writing in the trade. He graduated summa cum laude from The American University in Washington, DC with a BA in Communications and Visual Arts. He taught publication design there for eight years and currently lectures at conferences and for private corporations around the country.

AURAS currently resides in a recently-renovated Mason's Hall in downtown Silver Spring. The studio is responsible for the design and production of eleven publications, as well as many other collateral projects. Visit www.auras.com for lots of free downloads, helpful publication notes and the firm's quarterly newsletter, AuDience.

Marcia Zarley Taylor

Marcia is a Des Moines, Iowa native who reports on farm policy, agricultural finance, and environmental issues for the nation's leading farm magazine publisher. She graduated with a B.S. in agricultural journalism and agronomy from Iowa State University in 1978, and spent 10 years reporting on farm policy from Washington, D.C. 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, Taylor has served as editor of *Top Producer* (www.ToProducer.com), Farm Journal Media's business magazine for the country's largest 200,000 crop farmers. In that role, she has received numerous journalism awards for reporting, including a Jesse Neal Award for excellence in business journalism from American Business Media, an association representing the nation's 1,200 business magazines. The North American Agricultural Journalists Association and the American Agricultural Editors Association have also selected Marcia as their Writer of the Year.

Sonia Wasco

Sonia is President at Grant Heilman Photography, Inc., a world renowned photo library specializing in all areas of agriculture including an excellent equine collection. She earned a B.S. in Animal Husbandry from Delaware Valley College of Science and Agriculture and her M.S. in Agriculture Education from Pennsylvania State University.

During her 19 years with this stock photo library, she has been responsible for the selection of all images entered into the files. The library currently houses nearly a million images from over 100 photographers, all specialists in their subjects. She is very active within the stock photo community and is a previous President of PACA, the Picture Archive Council of America, the trade association for image libraries in North America.

Susan Weiss

Susan is President of Net Tango, a web-based software development company, founded in 1996 in Louisville, Ky. Net Tango specializes in developing complex internet solutions, including, web software development, ebusiness applications, interactive websites and intranets. Net Tango, Inc. has been recognized for innovative technology solutions earning The Landmark of Excellence Award from the Public Relations Society of America and the Public Affairs Council Grassroots Innovation Award.

Prior to founding Net Tango, Susan spent 12 years in various management, system development and marketing positions in Washington D.C., and Chicago. Susan earned a bachelors degree in Business and Economics from The American University and an MBA from the University of Louisville.

Susan currently serves on The Kentucky Science and Technology Corporation Board and Executive Committee, The University of Louisville's Entrepreneurship Council and The Center for Information Technology Enterprises Board. She was recently selected to serve on the National Entrepreneurship Advisory Council. Susan has also served on a number of other boards and has received the Women Business Owner of the Year Award by the National Association of Women Business Owners and the Distinguished Alumni Service Award from the University of Louisville.

CaraLea R. Willoughby

CaraLea is the owner of Willoughby Design and Illustration, an 11 year-old design studio. She has 25 years of experience in the graphic design industry. Her client list includes Sergeant's Western World among other equine related accounts. Willoughby Design has won numerous Addy awards, including several Best of Shows. CaraLea's work has also been published in Print Magazine's Regional Issue. She is a cutting horse owner and competitor along with her husband Jim, a NRHA Hall of Fame inductee.

Dave Wohlfarth

Dave is a mass communications instructor at West Texas A&M University where he teaches print media classes. He's in his 14th 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,

Neb. (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 is an avid horse person who competes in cutting. His daughter, Jenny, is a former *American Quarter Horse Journal* copy editor and columnist.

Jenny Wohlfarth

Jenny's articles have appeared in a variety of consumer and trade magazines, ranging from horse and animal topics to design, architecture, travel, business, environmental and regional interests. She began her career at *The Quarter Horse Journal* and later worked as a writer/editor for several national magazines. She is a 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 design publication. She currently teaches magazine journalism as a visiting assistant professor at the University of Cincinnati and continues to write and publish magazine articles. She has also 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 Ala., 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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