



2006 Annual Awards Program

For material published in 2005

Awards Banquet & Presentations
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2006 AWARD DIVISIONS

Editorial Content	2
Advertising Design	15
Cover Page	16
Editorial Design	19
Photography	23
Illustration	25
Specialty Classes	25
General Excellence	29
Overall Publication	31
2006 Judges	32



EDITORIAL CONTENT

Class 1 **NEWS REPORTING**

(circulation under 15,000 – 14 entries)

1st

American Farriers Journal **“Farrier Licensing Series”**

By Ron Perszewski and Frank Lessiter
May/June through November 2005

A thorough in-depth report. Every angle of this story was covered. The wealth of information and sources, combined with crisp, insightful writing bowled me over.

2nd

Mid-Atlantic Thoroughbred **“Afleet Alex: Rising Legend”**

By Sean Clancy
July 2005

Superb writing and reporting from start to finish. I was riveted even knowing the outcome ahead of time and I bet your readers were too. Wonderful, wonderful lead.

3rd

Pennsylvania Equestrian **“Complex Crisis”**

By Stephanie Lawson
April 2005

A great job of writing a numbers story. The writer provided context and insight without bogging readers down. Putting the response from the farm show in a box was a great idea.

Class 2 **NEWS REPORTING**

(circulation 15,000 and over – 13 entries)

1st

Thoroughbred Times **“Racing Turns To A Sure Bet”**

By Frank Angst
November 12, 2005

Thoroughly researched and well-written. The writer has crafted a trend piece that's backed up with solid numbers and sourcing. The graphics provide a bounty of information.

2nd

The Blood-Horse **“Tragic Ride”**

By Tom LaMarra
November 26, 2005

A beautiful and poignant tale. Rich detail throughout gives the reader a sense not only of the young man lost, but how sorely he will be missed. The story ends as strongly as it begins.

3rd

Thoroughbred Times **“What Now For Fair Grounds?”**

By Frank Angst
September 10, 2005

The writer did a service to his readers by bringing them a story that was overlooked by many media outlets. The article really showed the ripple effect the devastation of one track could have. Good use of statistics to bring the loss into perspective.

Class 3 **INSTRUCTIONAL** **SINGLE ARTICLE**

(circulation 5,000 and under – 5 entries)

1st

The Whip **“A Clinic With Lisa Singer”**

By Ann L. Pringle
September 2005

In this winning article, the writer has chosen an interesting, compartmentalized style, which allows the reader to take away plenty of information on his or her own terms. That way the article has added take-home value to the user. The organization and quality of the information provided gives the reader just what's needed to improve personal technique.

2nd

Professional Farrier **“Applying Foal Extensions”**

By Andy Jansen, CF
May/June 2005

While this article ended up in second place, it has first-rate information. The author provided a very easy delivery of details and it's obvious he has extensive experience with the technique. The writing style used here is conversational and informative, putting the reader at ease. In this case the first-

person reference feels natural in this use as well. The reader, having read all the way through, would have the information they need to attempt the technique, which is the true measure of a how-to piece.

Class 4 **INSTRUCTIONAL** **SINGLE ARTICLE**

(circulation 5,000 to 25,000 – 20 entries)

1st

Equine Veterinary Management **“Breaking Bad News”**

By Jessica Jahiel, PhD
Fall 2005

This article shined through with its general sensibility and its well-written tone. The writer took on a substantial topic that impacts every veterinary practice: Giving a horse owner very bad news. This is not only a complicated task, but the author points out the ways such news impacts the owner in a series of well-thought-out steps that best prepares the reader for what to expect. The easy-going style of the author’s approach brings a gentle touch to what can be a very difficult topic.

2nd

American Farriers Journal **“Glue-On Shoes Shine For Solving Many Hoof Problems”**

By Ron Perszewski
March 2005

The author has taken a very straight-forward how-to approach to using glue-on shoes. In the story, the writer answers all of the reader’s questions about the practice, including dealing with some objections to the practice. The writing style is simple, clean and offers the reader all the information they might need to try the practice.

3rd

Riding Instructor **“Teaching 101”**

By John Monetti
Winter 2005-06

The writer of this article does an excellent job of showing what techniques work in the classroom that can also work in the ring. His use of real-world classroom examples makes it easier for the reader to understand how to approach the process of learning to train riders most effectively. The author’s writing style is crisp, clear and conversational. The article is also very well organized and doesn’t talk down to the reader.

Honorable Mention

American Farriers Journal **“Reading Shoe Wear Gives Farriers An Edge”**

By Ron Perszewski
July/August 2005

The author of this article did an excellent job of picking the brains of veteran farriers to discuss an interesting topic - shoe wear. The writing style for this article is very strong as the author uses a simple, conversational style that is approachable by most readers. Throughout the article the reader finds valuable advice that’s well organized and divided well with planned subheads.

Tricia J. Senkiw

“Mind Your Manners! Having A Polite Horse Isn’t By Chance”

Published in *Horsemen’s Corral*
August 2005

This is a good step-by-step article for helping the reader understand the value of proper hobble training. With this article in hand the owner of an unruly horse should be able to solve their problem easily. The step-by-step organization works for this how-to article since hobbling is a simple process and the author can also offer specific actions in each step.

Class 5 **INSTRUCTIONAL** **SINGLE ARTICLE**

(circulation over 25,000 – 22 entries)

1st

Horse & Rider **“Mount Right”**

By Alana Harrison
June 2005

The subhead starts this article off on the right foot, telling why it is important to the reader. Likewise, the lead ties in the reader—“we’ve all done it,”—and gets right to the point, promising useful information. The body text takes over with a logical, step-by-step progression. It is direct, succinct and non-repetitive.

2nd

Practical Horseman

“A Drop With A Bending Line To A Narrow Fence”

By Phillip Dutton with Kip Goldreyer

June 2005

This excellent, in-depth explanation of how to ride an increasingly common and likely worrisome cross-country hurdle is only a short step from being at a clinic with a world-class competitor. The lead positions the story and then the author quickly spells out the issues. The main text is nicely broken up, and the sidebars provide the step-by-step examples, including mistakes.

3rd

Dr. Rebecca Gimenez

“Don’t Chase Your Loose Horse”

Published in *John Lyons’ Perfect Horse*

May 2005

This entry’s real strong point is its lead, which draws the reader right in with a real-life situation. The subhead, callouts and sidebars all capture the reader and offer useful information as well. Excellent advice is reinforced with bullets so a reader can easily grasp and remember key points.

Honorable Mention

John Lyons’ Perfect Horse

“Water Crossing Without A Big Splash”

By Maureen Gallatin and John Lyons

November 2005

The headline on this important topic is more creative than most and the subhead engages reader. Likewise, the lead draws the reader in, making her/him a part of the story. Excellent use of sidebars to drive home the points.

USDF Connection

“The Numbers Game”

By Margaret Freeman

April 2005

Excellent, clear explanation of what number scores mean in dressage and how to interpret judges’ comments. A must-review for every competitor.

Class 6

INSTRUCTIONAL SERIES

(7 entries)

1st

Horse & Rider

“Chris Cox: Rein Management”

By Jennifer Forsberg Meyer

May, June, July 2005

English or Western, what rider hasn’t had rein issues at one time or another? This well-constructed three-part series could not have been clearer on how to smoothly handle those crucial—if sometimes unwieldy—extensions of our arms and hands. Congratulations on your engaging lead. The expert’s voice came right through; I felt as if I were at a clinic with him. The illustrations deftly supported the text and the package was extremely effective in accomplishing its goals.

2nd

Horse & Rider

“Clinton Anderson: Ponying Power”

By Jennifer Forsberg Meyer

March, April 2005

The intro on part one of this two-part series gives the reader the take-home. The superb lead on the first part tells why you should care about ponying—something not every reader would be expected to have an interest in. The body text provides a clear, concise progression, step by step. The writer/editor demonstrates expert use of sidebars to add to readers’ understanding.

Class 7

HORSE CARE

(circulation under 15,000 – 12 entries)

1st

Quarter Horse News

“Internal Space Odyssey”

By Betsy Lynch

January 15, 2005

I loved the conversational tone of this article and the exceptional job of turning something very technically complex into simple language that the average horse owner can understand. The article wonderfully integrates quotes into the text to further personalize the message and allow readers a glimpse of the personality of the professionals involved in the reproductive efforts of Smart Little Lena. This was a wonderful article that did an excellent job of presenting technical information to your audience in a wonderfully easy to understand way.

2nd

Hoofcare & Lameness Journal “Deep Sulcus Thrush”

By Fran Jurga and Contributors
Fall 2005

Although your information was more technical than some of the other entries, you did an exceptional job of keeping the style and tone of the article approachable and understandable. I also appreciated the personalization of the article by including quotes and anecdotes from farriers and veterinarians who have had experience with this condition. This was an extremely interesting and informative article that provided lots of information and insight to the readers; the topic was thoroughly covered in an interesting and informative manner.

3rd

The Florida Horse “Keep Your Horse Cool While Traveling”

By Denise Steffanus
August 2005

What a great article and topic – especially for your Florida audience. I liked the flow and integration of quotes throughout—and that your quotes were from several different DVMs from all over the country. I liked that you provided readers with helpful tips and advice that they could actually use and put into practice for their own operation and that you provided preventative measures, treatment alternatives and follow-up care for the return trip all in a logical and organized fashion. This was a well-written, very helpful article that covered the basics in a very useful, clear, concise manner.

Class 8 **HORSE CARE**

(circulation 15,000 and over – 34 entries)

1st

America's Horse “A Winning Battle”

By Becky Newell
March/April 2005

I just loved this story from the first time I read it. Not only is it a great feel-good story, it's extremely well written, does an exceptional job of explaining EPM, and provides horse owners hope that not all is lost should their own mount contract EPM. The writing was clear and concise and really gave readers an insight into the close relationship between Dube and Rooster. The organizational method of starting with the background info on Dube and Rooster and then moving to the more detailed information about EPM was very effective in that it really engaged

readers in the story and allowed them to experience a bit of Dube's devastation at Rooster's diagnosis. I found the sidebars on signs, prevention, and treatment of EPM especially helpful to horse owners.

2nd

Horse Illustrated “A Mature Perspective”

By Sharon Biggs
November 2005

This was an enlightening perspective to owning an older horse. I liked both the personal experience included in the story as well as the input from other owners of older horses. I also appreciated the inclusion of perspectives and input from multiple veterinarians. The article asked excellent questions and provided good answers; doing an excellent job of predicting what questions a reader may have. This was a very enjoyable and educational article dispelling many myths of age prejudice.

3rd

The Horse: Your Guide To Equine Health Care “WNV: Where Are We Today?”

By Stephanie L. Church
September 2005

I really appreciated the conversational, engaging tone of the article that just seemed to draw the reader right into the story. The article was well organized and very informative, covering the background and spread of the disease as well as what horse owners should be doing now to minimize this disease. Explanations of what could have been technically complex material were clear, concise and broken down into easy-to-understand, everyday language. I especially liked the array of veterinary sources with different backgrounds and locations around the country consulted and included in your article; the variety of these perspectives really enhanced the story.

Honorable Mention

America's Horse “Understanding Colic”

By Holly Clanahan
May/June 2005

What a unique way to start off the story with a horse's view of the colic experience; it really worked to engage the reader in the story. I liked that almost all of the technical information about colic and its causes were presented through the examples of various horse owners' experiences from around the country. The sidebars were valuable to the story as well, covering all areas from preventing to identifying to treating colic.

Practical Horseman

“Wrap? It’s A Snap!”

By Laura Werner, DVM, MS, Dipl, ACVS,
with Nathan Welton
February 2005

This was a very nicely written article that carried a conversational tone throughout. I liked the fact that the lead easily drew readers into the story by emphasizing that this is a problem almost all horse owners will face – sooner or later. I also liked that instead of just giving tips, the article provided some common-sense rationale for why things should be done a specific way. The instructions were clear and easy to understand. This article did an excellent job making what can sometimes seem a daunting task seem simple and achievable.

The American Quarter Horse Journal

“Enterolith Exposé”

By Christine Hamilton
April 2005

What a fascinating article; it really made me sit back and say, “Oh, wow!” This is a perfect example of a fascinating topic coupled with good, strong writing yielding a great story. The lead was engaging, right off the bat, to really draw readers into the story. The story did an excellent job explaining what an enterolith was, how they form, diagnosis and prevention.

Class 9

SERVICE TO THE READER

(circulation 5,000 and under – 8 entries)

1st

Professional Farrier

“Thinking For Yourself”

By Steve Stephenson, CJF
July/August 2005

The clear winner in a small, but competitive field. This casual “conversation across the gate” flows easily. It’s written with clarity and authority and provides a valuable service to its target audience. This article is what strong writing is all about—it boils down what could be dry and technical material into useful and colorful narrative.

2nd

Professional Farrier

“Trade Secrets”

By Troy Ehrmantraut, CJF
March/April 2005

Word for word, this is one of the most informative articles in the class. The step-by-step instructions, be it with photos, line art or without, make this an exceptionally terse and strong article.

Class 10

SERVICE TO THE READER

(circulation 5,000 to 25,000 – 40 entries)

1st

Equestrian Retailer

“Fancy Footwork”

By Suzanne Drnec
July/August 2005

Outstanding from end to end. The writing is clear, precise, terse, entertaining. The information and advice, utilizing a variety of sources, always aims directly at the target audience. The organization makes for effortless flow. The sidebars offer additional information that adds rather than detracts. The lead bears study by anyone hankering to improve their writing skill.

2nd

The American Quarter Horse Racing Journal

“Our Biggest Concern”

By Christine Hamilton
July 2005

Clear, concise, illustrative writing peppered with substantial facts borne from research—melded to bottom line experts—easily propel this entry to the top tier of the class.

3rd

Equine Veterinary Management

“Feet First”

By Fran Jurga
Fall 2005

Here’s a writer who knows how to tell a story. Outstanding organization. Lots of value packed with apparent ease into an enticing package.

Honorable Mention

Equine Veterinary Management

“5 Timesaving Innovations”

By Audrey Pavia
Summer 2005

Outstanding. Even more so considering the

complexity and technical nature of the content. The profile format, turbo-charged by the use of insightful, terse quotes from multiple sources allows the reader to glide along what could have been tortuous sledding in another author's hands.

Riding Instructor
“For Adults Only”

By Jessica Jahiel
Summer 2005

Though this is a single-source story, the author's credentials as an authority are made clear. The writing is clear, concise and entertaining. A wealth of ready-to-use information is presented without getting bogged down in unnecessary details. Get done reading this, and you may not want to host a camp, but you sure want to sign up for one of the author's.

Class 11
SERVICE TO THE READER

(circulation over 25,000 – 44 entries)

1st

The American Quarter Horse Journal
“Our Biggest Concern”

By Christine Hamilton
July 2005

Lead makes an immediate connection with the reader (assuming the reader owns a Quarter Horse). Good to see five human sources in this article. More perspectives help. This article focuses on a serious problem and offers some solutions. Well-sourced and well-written.

2nd

USDF Connection
“Tack-Room Essentials”

By Margaret Freeman
October 2005

This is a well-researched article that should be helpful to any rider in this field, as well as to horse people in other disciplines. You talked to many experienced people. It's good to have more than one brand of something; that way it doesn't look like business “bought” publicity.

3rd

Equestrian Magazine
“When Nature Turns Nasty”

By Sarah L. Evers
February 2005

Well-researched and presented. Lots of good advice that might help someone save their horse's life, or even their own. Your sources are authoritative and the references to further information sources are useful.

Honorable Mention

EQUUS
“Buy Hay With Confidence”

By Joanne Meszoly
August 2005

An excellent article every horse owner needs to read. Good use of a variety of sources, and clear explanations. There's a wealth of practical advice here.

Horse & Rider
“Buy Wise: Boot Up”

By Jennifer Corkery
November 2005

A well-organized examination of the various kinds of boots. You explain the functions and purposes of each quite clearly. Overall this is a useful and well-crafted piece.

Class 12
PERSONALITY PROFILE

(circulation 5,000 and under – 13 entries)

1st

The Texas Thoroughbred
“Once More With Feeling”

By Shelby Downs
September/October 2005

What a wonderful lead! Beautiful. Great use of quotes throughout. Good descriptions of her home on the last page – they paint a picture.

2nd

Washington Thoroughbred
“Washington Racing Hall Of Fame: Turbulator”

By Jon White
May 2005

You have told the story well of Turbulator, with interesting quotes and anecdotes throughout. The sidebar box with quick stats about this horse would likely be of interest to readers. The use of subheads helps readers move through the story more easily.

3rd

The Texas Thoroughbred
“Texas Talk: Q&A With Chaplain Mike Bingaman”

By Shelby Downs
March/April 2005

Bingaman told his story well, with the assistance of the author. I really felt like I got to know this man and understand what he does and why he does it. The lead really intrigued me, and caused me to want to read more.

Class 13

PERSONALITY PROFILE

(circulation 5,000 to 25,000 – 42 entries)

1st

Hoof Beats

“This Old Man And The Race: At 83, Orrin Phipps Proves Age Is A State Of Mind”

By Meredith Edmunds

December 2005

A master of the craft! This author has created a beautiful story with descriptions that place the reader in the moment with Phipps. Colorful quotes give insight to the character of the subject. Background and details are provided in a way that does not compete with the storytelling that occurs. This is what a personality profile is all about.

2nd

Performance Horse

“A Cowboy’s Trainer”

By Katie Tims

September 2005

You have captured the essence of this man through your descriptions and storytelling. Nice quotes add color to the tale. The sidebar of quotes from those Murphy has influenced is a great addition to the story. You did your homework, and put in the effort. It shows.

3rd

Mid-Atlantic Thoroughbred

“Buzz Chace: Agent To The Stars”

By Sean Clancy

April 2005

An interesting article about an interesting man. The lead really pulled me in, and your conversational style and great transitions work a reader through the story with delight. The sidebar of Chace’s thoughts on life really added to the article.

Honorable Mention

Cutting Horse Chatter

“Feats Of Clay”

By Stacy Pigott

July 2005

I really liked the way you incorporated Walker’s song lyrics into the transitions between subjects in your article. Nice quotes added to an interesting article. The sidebar on his involvement with the fight for MS was a nice addition.

Mid-Atlantic Thoroughbred

“Brice Ridgely: Breeder Of Eclipse Award Winner”

By Sean Clancy

February 2005

A good story about an intriguing couple. I loved the lead... it seemed to paint the picture of the man to whom you introduced readers. Your conversational style makes this article a joy to read.

Class 14

PERSONALITY PROFILE

(circulation over 25,000 – 23 entries)

1st

Western Horseman

“The Blind Team Roper”

By Kyle Partain

April 2005

Wow! The writer presents a story about a blind man who competes in rodeo, a true attention grabber. The piece is well written, and it makes you read to the end to find out how the man can be blind and a team roper, too.

2nd

Paint Horse Journal

“Leading Ladies”

By Breanne Hill

May 2005

The story of a young girl and her family and overcoming difficulties. Looking for and finding a horse for the young girl are all elements of a good story. This story has them all, and they are well presented, well developed and well written. Writer knows what she’s writing about, and it shows.

3rd

Western Horseman

“Montana’s Marvel”

By Juli S. Thorson

April 2005

Photos taken in the early 1900’s in eastern Montana by the subject of the article help the writer carry the excellent story along. Writer uses interesting vocabulary. This a well written piece about an early Montana rancher and photographer who deserves the article.

Honorable Mention

Equestrian Magazine

“Horse People: Gareth A. Selwood”

By Brian Sosby
December 2005/January 2006

This is a good story of a man’s life of training horses and riders. It is well written, well told and long enough. Good lead sentence. Overall, the story is a highly professional job.

Horse & Rider

“Courageous Cowgirl”

By Jennifer Forsberg Meyer
August 2005

This is a life story of a young woman who becomes a champion, suffers great adversity, recovers and triumphs. You get to know the woman through the story, too, and as you do you like her. That makes it a great piece because of first-rate writing.

Class 15 FEATURE ARTICLE

(circulation 5,000 and under – 11 entries)

1st

Flying Changes Magazine

“Desperate Horsewives”

By Lauren Davis Baker
April 2005

Horse ownership gets treated like addiction (well, maybe it is) in a saucy and irreverent look at how human relationships are affected by equines. Despite its light-hearted take, the interviewer draws some serious answers out of the anonymous round table discussion. It all adds up to a lively and thoughtful read.

2nd

The Carriage Journal

“The 2005 CAA Annual Conference”

By Ken Wheeling
October 2005

It’s a rare writer who can take what could have been a dry account of an annual association meeting and turn it into a lush travelogue. Anyone reading this story would want to attend the next conference, even if they don’t know the first thing about carriage horses. The author’s energy is maintained through the ending.

3rd

The Texas Thoroughbred

“Texas Rocket”

By Denise Steffanus
January 2005

The dreams of every “little guy” to make it to Churchill Downs on the first Saturday in May are recounted in this story. There was a lot of drama in this saga.

Class 16 FEATURE ARTICLE

(circulation 5,000 to 25,000 – 53 entries)

1st

Mid-Atlantic Thoroughbred

“Last Hurrah For Historic Liseter Hall Farm”

By Michael Yockel
September 2005

The author turned what could have been an ordinary piece about another historic horse farm eaten up by development into a compelling yarn that contains threads through many facets of American sport horses, from racing to Welsh ponies to foxhunting to sidesaddle riding. It’s also an equal-opportunity story – women as well as men are prominent in this tale. The “Seabiscuit” anecdote in the lead captures your attention immediately, and along the way, there’s an almost soap-operatic roll-call of wealth, divorce, Olympic aspirations, bizarre mental illness and a tragic murder. There’s a lot of information to impart here, and Yockel does so elegantly.

2nd

Thoroughbred Times

“Grieving The Loss Of A Friend”

By Denise Steffanus
November 19, 2005

Like the evil villain in the Harry Potter stories, equine death in racing, especially when fans are watching, is the sport’s thing that must not be spoken. But this story doesn’t blink as it explores how humans who are close to those horses deal with tragedy, from fatal breakdowns to barn fires. The anecdote from Country Life Farms’ Josh Pons is priceless, and what’s better is the reporter’s interview with a race track chaplain that analyzes Pons’ experience and gives validity to it. The story gives practical information on how tracks and others help those grieving deal with their losses and points out that even stoic jockeys and absentee owners are affected when an animal dies.

3rd

The Gaited Horse Magazine

“Picasso Fino”

By Eric Sparling
Spring 2005

OK, you're a freelance writer and you've gotten a tip / been assigned a story about a painting horse. You can go all gooey and totally buy into the premise, or cover it as the cynical journalist, complete with plenty of clever puns and artistic references, of course. Or you can do what Sparling did and write it straight, and write it really well. He admits skepticism right off the bat, but lets the horse owner tell the story, which was pretty interesting even before her Paso Fino started painting. Even without the accompanying photos, Sparling clearly describes what Romeo does with brushes, paint and canvas and sums it up objectively – and neatly, “If it isn't art, it seems to be, at least, self-expression.” And in the end, as Sparling writes, it's really a story about a beautiful bond between horse and rider, and that's something all horse lovers can relate to.

Honorable Mention

Covertside

“Thinking Outside The Box To Save Hunting”

By Rupert Isaacson
March 2005

This was an amazing piece of advocacy journalism. The writer's immediate mission is to help the Bushmen tribes of Botswana regain their ancestral hunting (and residential) land, but he very eloquently also makes the case for the endangered hunter itself, from the foxhunter to the falconer in central Asia. Along the way, he paints a vivid portrait of foxhunting with Botswana Bushmen who had come to the United States to plead their case, and he writes passionately about how he got involved in their plight and how Americans, particularly foxhunters and other horse people, can and should take action to help. The writing, and the respect he showed for the Bushmen, reminded me of pilot-horsewoman Beryl Markham's wonderful “West With the Night” memoir, and believe me that's a compliment.

The Chronicle Of The Horse

“A Very Young Rider Grows Up”

By Tricia Booker
May 20, 2005

I must be getting older but it didn't seem that long ago that Jill Krementz published her “A Very Young Rider” picture book, much beloved by young riders, especially girls. But lo and behold that was 30 years

ago, and Booker catches us up on where her subject, Vivi Malloy, is today. And not only Vivi but her family, her riding instructor and even her pony. The story covers all the bases, pulling some interesting detail from the grown-up Vivi on how the book was created, then the back story on horses that have enriched the Malloy family; and the extra mile of tracking down Vivi's riding coach. That yielded a nice little final section on a young man torn between horses and acting, and who has happily chosen the former. Above all, this story was well-researched and the writer did a good job in getting her subjects to open up; the quotes were lively and heartfelt.

Class 17

FEATURE ARTICLE

(circulation over 25,000 – 43 entries)

1st

The Blood-Horse

“A Day In The Life Of A Breeding Farm”

By The Blood-Horse Editorial Dept.
April 9, 2005

No blade of bluegrass is left unturned in exploring even the most obscure jobs on a breeding farm. Each facet is approached with enthusiasm and no one person seems more or less important than the next. Opening with the owner's story gives the right intro to the start of the day, and the story. Outstanding in every detail.

2nd

Western Horseman

“Hitched Horsehair”

By Kyle Partain
August 2005

A highly unusual topic lands in the hands of a skilled writer. This might have been my favorite lead in a very crowded category, and the ending to the story brings the story full circle. The “how-to” aspect does not bog the story down at all.

3rd

Practical Horseman

“Like Riding A Miracle”

By Denny Emerson
March 2005

I loved this lead sentence. This terrific first-person account of the famed Tevis Cup ride puts the reader right in the saddle. Two sidebars accent the main piece; the author's sidebar is especially good. This is dramatic, descriptive, and well-paced throughout.

Honorable Mention

Horse & Rider “Pink Ribbon Riders”

By Debbie Moors
October 2005

Writer handles a delicate topic well, sensitive without being schmaltzy. The reader gets a good sense of each woman’s personality. Story is enhanced by the sidebars. This would have been easy to “over-write” but the author instead found the proper balance.

Paint Horse Journal “Wilderness Bound”

By Breanne Hill
February 2005

The determination of owners to find and recapture their lost horse is naturally gripping and the writer doesn’t get in the way of the drama. It would have been lazier to approach the story chronologically, but the writer crafts a ghostly lead and the story takes off from there.

Class 18 **PERSONAL COLUMN**

(circulation under 15,000 – 27 entries)

1st

Performance Horse “Buster”

By Ross Hecox
April 2005

This short column held a lot of appeal, with its gentle, insightful descriptions of an experienced cut rider and his favored horse. Hecox keeps the focus on the old cowboy, where it belongs, his own presence suggested but only prominent when necessary. The effect leaves the reader feeling they have been in Buster’s presence, learning and appreciating him, just as Hecox did. This kind of writing takes a deft hand, and Hecox pulled it off nicely.

2nd

California Thoroughbred “Going The Distance”

By Debra Ginsburg
May 2005

A wonderful blend of personal writing and information on a difficult but vital subject, revolving around the tragic riding accident of actor Christopher Reeve. I was impressed by how open Ginsburg was about her own emotions, even admitting to being stagestruck when meeting Reeve. Her willingness to expose herself allowed the reader to enter into the story along with her: first hearing about the accident, reflecting on

its personal impact, and then, gradually, moving towards a truer connection, as Ginsburg meets Reeve and becomes involved in his efforts on behalf of spinal cord research. The pain and inspiration of Reeve’s life and eventual death are evident in Ginsburg’s heartfelt words, but she still manages to weave a wealth of information about his injury and about other charitable organizations into her moving piece.

3rd

American Farriers Journal “Horses Add To The Solemnity Of Arlington National Cemetery”

By Pat Tearney
July/August 2005

Tearney draws upon his own memories of a visit to Arlington and does a fine job of conveying the mood and spirituality of the cemetery without being maudlin or trite. He acknowledges the limited connection of his experiences to the ostensible subject of his piece—referring to a featured piece in the magazine on retiring Arlington Cemetery farrier Pete Cote—and then proceeds to make that connection beautifully, placing the farrier, and Tearney’s own reminiscences, in a larger tradition, lending both greater meaning.

Honorable Mention

Horse News

“It’s A Lofty Goal, But Good Hay Is Worth All Those Headaches!”

By Julie Farneski
October 2005

A very nice piece, that manages to convey a lot of good information and some engaging anecdotes. Farneski’s description of her inadequate hayloft, with its too-low ceiling, even had a universal quality—perhaps unperceived even by the writer. How many of us have some thing in our lives that isn’t quite right but for whatever reason—lack of money, or time, or inclination—we just soldier on and leave it as it is? Farneski captured that feeling nicely, and left the reader rooting for her to get that hayloft of her dreams.

Pennsylvania Equestrian “Horse Droppings”

By Sylvia Sidesaddle
April 2005

I loved this entry! Whoever “Sylvia Sidesaddle” may be (surely that must be a pseudonym), she comes across from beginning to end like your daft aunt...who’s always been your favorite. She writes with a tricky blend of newsiness and humor, with just enough extra bits thrown in to keep things lively. Her enthusiasm for her small items is infectious, and she makes you care because it’s clear that Sylvia cares. A pleasure to read.

Class 19

PERSONAL COLUMN

(circulation 15,000 and over – 36 entries)

1st

Practical Horseman

“Ground Manners For Humans”

By Heidi Furseth

February 2005

This piece was a charmer from beginning to end. The spoken, and unspoken, connections between humans and animals are endlessly fascinating, but perhaps especially so with a bond like that between a person and their horse. Here we feel the writer’s yearning for that real connection, her uncertainty about what her horse actually understands, and her determination, even at the cost of ridicule from other people, to treat her horse politely and with respect. Her apologies to the horse become not just a reminder to herself about her own behavior, but also spur her determination to work tirelessly at improving. All horses should be so lucky to have such an owner.

2nd

The Blood-Horse

“Sucker Punched”

By Gary McMillen

October 1, 2005

This column was powerfully affecting. The writer—displaced and overwhelmed by Hurricane Katrina—attempts to put into words his own feelings and emotions. These emerge in tangled bits, but even the disorganization of his thoughts helps drive the piece to its ambiguous conclusion. Little details are telling: his bewilderment at packing his golf clubs when he barely has clothes enough to wear; a plaintive message to a rental car company promising to return his vehicle and settle his account. In the midst of a difficult and traumatic event, McMillen’s words say a lot.

3rd

The Blood-Horse

“Mr. Charlie”

By Lenny Shulman

September 10, 2005

A beautifully written memorial. This piece conveys the obvious affection and admiration of the writer for his lost friend, but also wonderfully evokes that man’s career and the times in which he lived. I loved, also, how Shulman alluded to “Mr. Charlie’s” catchphrase, “by God,” early in the piece and then brought it around in the column’s moving coda.

Honorable Mention

Horse & Rider

“The Riding Family: Growing Pains”

By Jennifer Forsberg Meyer

July 2005

This was a nicely written piece that tackles a subject that must be common among horse owners—finding a new mount for a growing young rider, and deciding what to do with that first, loved pony. The writer covers many different options but her exploration of this tricky emotional topic never sounds preachy. She describes the conflicting emotions she feels as she considers various options but never tries to imply that her choices are the only ones; they are simply the ones that worked for her and her family.

USDF Connection

“Dressage U.”

By Georgian Lussier

September 2005

Sometimes a piece works as much for what is not there as for what is, and this one is a prime example. Reading between the lines (and sometimes just reading the actual lines) one senses Lussier’s frustration and unease with her daughter’s growing independence. This is the kind of choice that most parents face at some point with their children, but the writer nicely juggles the chronology and details of the process with her daughter. The arc of the piece works just right, with her grudging acceptance of her daughter’s path coming in the last line.

Class 20

EDITORIAL

(30 entries)

1st

Thoroughbred Times

“A Position Of Absurdity”

By Bill Heller

January 22, 2005

The article quickly summarizes two major equine organizations’ positions in regard to the American Horse Slaughter Prevention Act and poignantly challenges the implications of the organizations’ stance. The writer successfully employs compelling statistical data and discusses existing alternatives to slaughter, making an intelligent, passionate call to action to “people who truly care about horses.” This is an example of a compelling, well-written editorial.

2nd

Covertside

“What Is A Good Neighbor?”

By Mason Lampton
December 2005

This writer skillfully and eloquently builds a convincing argument, using anecdotes and vivid language to emphasize his position, making such colorful analogies, for example, as comparing master plans to the challenges of herding cats. His argument is logical, clear and well-organized. He knows his audience, and I would imagine this piece was well-received – and applauded—by his readers.

3rd

Riding Instructor

“The Shingle Hangers”

By Didi Arias
Summer 2005

Capitalizing from an animated, personalized approach, this piece deals with a very common, relatable occurrence in the horse industry, and the writer engages the readers on a friendly, informal level while making a logical argument. The piece is refreshing in its humor, color and matter-of-factness.

Honorable Mention

John Lyons’ Perfect Horse

“You’ve Cantered Before”

By Maureen Gallatin
June 2005

This is a lovely little piece – an eloquent essay that connects a horse-world lesson with real-life meaning. Its strengths are its simplicity and its reliance on an anecdotal lead that illustrates a broader relevance. It’s personal, powerful and poignant, and a good read, perfect for its audience.

The Chronicle Of The Horse

“We Could All Learn A Lot From Pony Clubbers”

By Sara Lieser
August 26, 2005

Sometimes the simplest pieces are the best, and here is an example of a short, simple editorial that’s full of meaning and relevance to a targeted audience. The writer is refreshingly restrained, resisting the urge to be overly emotional in making this simple statement, and is equally careful in avoiding the accidental slip into preachy, you-should-do-it-this-way mode. The result is a compelling, straightforward and appropriately passionate observation of the positive behaviors she saw exhibited in some of the horse show industry’s youngest competitors.

Class 21

EVENT COVERAGE EDITORIAL CONTENT

(26 entries)

1st

Hoof Beats

“Hammertonian: Roger Hammer And Vivid Photo Prove A Hambletonian Winner Can Spring From the Pennsylvania Fairs”

By Nicole Kraft
September 2005

The compelling, engaging lead perfectly sets up the premise of the story: the inconspicuous “county-fair guy” from Pennsylvania who steals the Hambletonian. The narrative unfolds under the skillful craftsmanship of a seasoned writer who successfully captures the drama of this championship event while giving the reader lots of behind-the-scenes insight and detail, both in the body of the story and via interesting side-story sidebars. Masterfully done, a top-notch event coverage piece.

2nd

Thoroughbred Times

“Touched By An Angel”

By John P. Sparkman
May 28, 2005

The writer wisely chose an action lead that takes the reader right to the deciding moment, narrowing on in the dramatic near-disastrous final turn in the Preakness. The description of the race is compelling, fast-paced – so much like the sport itself, leaving the reader breathless. The writer skillfully unfolds the back story of Afleet Alex, providing the reader with a plethora of details that make great racing stories memorable and incorporating strong quotes, vivid language and a wonderful narrative.

3rd

Thoroughbred Times

“Rose Blooms In Desert”

By Steve Bailey
April 2, 2005

The writer sets up the framework for this narrative with great finesse, emphasizing the risks Ramsey takes to get Roses in May to Dubai—a theme that holds the piece together and ties in with the reference to Kenny Rogers’ “Gambler” in the conclusion. Nicely crafted. Strong quotes alternate with compelling exposition, with vivid details of the race itself and the road leading up to it.

Honorable Mention

The American Quarter Horse Journal “Best Of The Best”

By The American Quarter Horse Journal Staff
January 2005

Wow, what an impressive endeavor! This coverage is thorough, packed with compelling short narratives that perfectly illustrate the human (and equine) side of competition. The reporting is sharp, colorful and engaging. The reader gets a lot of bang for her buck with event coverage like this.

The Chronicle Of The Horse “It’s Judgment’s Day In The CN International At Spruce Meadows”

By Tricia Booker
September 23, 2005

A compelling lead, full of active, vivid verbs, that plops the reader smack in the middle of the drama of this event. The writer tells the story in great detail and with an intuitive sense of pacing, enabling readers to feel like they were there, too, right down to the uncooperative weather. The piece is well-organized, unfolding scene by scene, and reveals the writer’s knack for strong interviewing through great quotes.

Class 22 **ONLINE NEWS** **REPORTING ARTICLE**

(8 entries)

1st

Bloodhorse.com

“Aggressive Treatment Key To Afleet Alex’s Recovery”

By Steve Haskin
August 9, 2005

Descriptive and detailed writing took the reader behind the scenes to provide information on a star horse, his watchful trainer and a skilled surgeon. The flow carried the story along quickly, making it an easy read.

2nd

Bloodhorse.com

“Trainer Uses Unorthodox Methods With Afleet Alex”

By Ron Mitchell
April 25, 2005

Although I did not play football, the lead caused memories of my youth to come flooding back, as I’m sure it did for a number of readers. The story’s element of unusualness kept my interest high throughout the piece. The transitions were strong, as were the technical aspects, and the quotation conclusion formed a strong ending. Just a great profile with a twist of newsworthiness.

Class 23 **ONLINE SERVICE TO THE** **READER ARTICLE**

(3 entries)

1st

EquiSearch.com

“Get Fit, Ride Better”

By Jennifer Forsberg Meyer
December 28, 2005

What an excellent article! It provides detailed information for reader, and I wanted to stand and start exercising immediately. The writing is clear and crisp. The story is long, but complete, and is in a conversational tone, which will improve completion rate with online readers.



ADVERTISING DESIGN

Class 25 **PUBLICATION STAFF** **ADVERTISEMENT**

(circulation under 15,000 – 24 entries)

1st

Arabian Horse World **“Gladys Brown Edwards Stake”**

Designers: Jamie Fend and Sally Wilson

Photographer: Mark Barrett

January 2005

As a full-page ad this piece displays a refreshing yet powerful impact to the eye. The rhythm of the photo through color and movement make this ad shine above all others.

2nd

Arabian Horse World **“Arabian Horse World”**

Designer: Melanie Gleason

Photographer: Jerry Sparagowski

December 2005

I find myself listening to the leaves crack under the hooves of the horses in this ad. A simplistic approach, yet communicates a great amount of information.

3rd

Arabian Horse World **“Tamar Arabians”**

Designer: Jamie Fend

Photographer: Scott Trees

October 2005

Strong layout. The visuals in the ad are anchored nicely by the black space. A consistent feel keeps the look powerful throughout.

Honorable Mention

Arabian Horse World **“Arabian Horse Days Poland”**

Designer: Jamie Fend

Photographer: Stuart Vesty

July 2005

This submission shows another simplistic yet powerful layout. The use of the scripting brings your eye across the page to the photography placed in the image. Not over done at all, well thought out in layout and design.

The Whip **“Karen’s Kreations”**

Designer: Koren C. Herriman

June 2005

This ad is on the smaller end but largely effective. A rich feel with the photograph mixed with graphic texture.

Class 26 **PUBLICATION STAFF** **ADVERTISEMENT**

(circulation 15,000 and over – 10 entries)

1st

Thoroughbred Times **“Simply Irresistible”**

Designer: Tami Zigo

Author: Holly Werner

August 27, 2005

The advertisement has it all, sex appeal, romance, vivid color and it is legible. Strong sense of layout by the designer.

2nd

Ride! Magazine **“Tzar”**

Designer: Hannah Poore

Photographers: Cally Matherly, D. Hamilton

October 2005

The designer that laid this ad out had a lot to deal with and did a great job setting up the photos and copy in this ad.

Class 27 **CORPORATE/AFFILIATE** **ADVERTISEMENT**

(11 entries)

1st

Sue Brown **“Your Flies Are Down” (Solitude IGR** **Introduction)**

Credits: Sue Brown, Brown + Associates,

and Dan Kramer, Pfizer Animal Health

Published in *The Horse: Your Guide to Equine Health Care*

May 2005

This ad is one of the best examples of how to convey a message with a 1, 2 punch. The first page of the

ad has a powerful impact compelling you to search and understand its message...second page illustrates a crystal clear message visually and even emotionally. Contrast between the two further reinforces its intent. Concept is brilliant, headline is memorable, and execution is flawless.

2nd

Land O'Lakes Purina Mills

"Joy" (Purina Mills Equine Senior)

Writer: Bill Shelton

Art Director: Terri Lacey

Advertising Agency: Left Field Creative

Marketing Manager: Dr. Scott King

Published in *Horse & Rider*

November 2005

Beautiful duo-tone photography and complementing color palette create a distinct quality and memorable appeal for this ad. Headline, copy and images work perfectly together. The attention to production detail, highlights, shadow and reproduction are

exceptional. Organization of content, product, and detailed insert images, create a strong presentation. Top-notch production.

3rd

Farnam Companies, Inc.

"Simplify Your Life" (SimpliFly)

Author: Jerry Filson

Designer: Jon Falls

Published in *EQUUS, Horse Illustrated, Western Horseman*

March 2005

Beautiful panoramic photo with great layout and high quality production results in an extremely effective ad. Information graphic has impact, is easy to understand and beautifully illustrated. Ad copy offers an appropriate amount of essential information, well organized and without overstatement. The pristine product shot and strong execution of this ad make it a winner.



COVER PAGE

Class 28

MAGAZINE COVER PAGE

(circulation 5,000 and under – 23 entries)

1st

The Florida Horse

Designer: Renee St. Leger

November 2005

Strong, clean design that would stand out on a cluttered newsstand. Dramatic photo sets up the overall composition nicely, letting the masthead stand out with maximum impact. Typography is clean and the typographical hierarchy works well. Nice placement and color coding of feature articles instantly creates interest in the publication's contents. The color and clarity of this cover really sings.

2nd

Professional Farrier

Designer: Kevin Habel

Photographer: Scott Davidson

July/August 2005

The unusual and striking subject matter of this cover photo instantly makes this entry stand out. The sparkling blue of the sky and textural greens of the foliage provide a nice foil for the yellow and red of the magazine identity, really making them pop. The overall design is nice and clean; and the simple, structured treatment of the feature articles draws instant attention to them.

3rd

Endurance News

Designer: Troy Smith

Photographer: John Miller/Spectrum Photography
September 2005

The overall design of this cover is refreshingly modern. The simple, up-to-date typeface has a clean look and seems at first a daring pick for the equine category, which tends to lean towards the traditional, but feels very appropriate for this specific audience. The color palette is understated yet has a lot of energy, with the colors chosen for the typography working nicely with the colors of the photography.

Honorable Mention

Conquistador Magazine

Designer: Michael Touna

Photographer: Kerry Perez

Fall 2005

Very striking photo makes this entry instantly engaging—nice composition, beautiful light and interplay of textures. The overall composition of the cover is quite nice, and the feature articles are laid out well to draw interest to the contents.

The Florida Horse

Designer: Renee St. Leger

May 2005

Nice clean, professional design. Overall composition is very balanced, with each element doing its job while not competing with the other elements. Photo is very engaging, with frozen action and blurred background working nicely—the rider breaking into the mast is a nice touch. All of the colors work well together.

Class 29 MAGAZINE COVER PAGE

(circulation 5,000 to 25,000 – 31 entries)

1st

Horse Connection

Designer: Anthony Toddy and Valerie Young

Photographer: John Kelly

November 2005

This is the clear winner for this class. Use of repeated photograph dropping through the masthead is very appealing and keeps the photograph and masthead in balance.

2nd

Arabian Horse World

Designer: Melanie Gleason

January 2005

Often simple is best and this entry is certainly attention grabbing. The designer has chosen to let the beautiful photograph say all that needs to be said. Dramatic, appealing and worthy of an award.

3rd

Western Lifestyle Retailer

Designer: Lisa Wrigley

Photographer: Wade Livingston

Creative Director/Stylist: Jodi Hendrickson

Fall 2005

I really like what the designer has done here. Simple, yet it really brings attention to the model pictured with type that coordinates well and compliments the bright outfit. Drop-shadowed type brings an almost 3D effect on the subheads.

Honorable Mention

Covertside

Designer: Jeff Lefkowitz

Photographer: Jim Graham

March 2005

Although this cover is somewhat simple, it has a great appeal due to the action photo of the horses and riders. All-in-all, a nice clean design and layout.

Performance Horse

Designer: Kyle Wienecke

April 2005

What a great photo with the horse diving right into your lap. Very dramatic and a good deal of work in Photoshop really makes this cover pop. Very nice, and I am sure, very time consuming work.

Class 30 MAGAZINE COVER PAGE

(circulation over 25,000 – 26 entries)

1st

The American Quarter Horse Journal

Designer: Justin Foster

April 2005

There are some outstanding covers in this class. I have chosen this best in class because it is so simple and engaging. The photograph is captivating and nothing gets in the way of this. The background is uncluttered and other design elements are understated and handled tastefully. Simple, clean, engaging, this cover has it all.

2nd

The American Quarter Horse Journal

Designer: Terry Stidger

December 2005

The typographic elegance of “JOURNAL”, the simple black masthead and minimal cover type give any of these covers an edge, but it's how the photo works into this template that finishes it off. Careful attention went into the cropping of this image, and it's just right. The subtle touches of orange are nice. Very clean design along with a strong dose of contrast, color and texture makes this cover very classy.

3rd

The American Quarter Horse Journal

Designer: Justin Foster

March 2005

How can you not find this interesting and eye-catching? Very nice use of color within this template. Everything holds together well. A very simply composed photo with a very simple design – a beautiful balance here.

Honorable Mention

America's Horse

Designer: Justin Foster
Photographer: Holly Clanahan
September/October 2005

This isn't the most unique cover, this isn't the most dynamic photo. It's the composition of "everything" that makes this entry an award winner. The cropping of the photo is just right. The position of the rider within the masthead is just right. The subhead position, the position of the "O" in HORSE are all just right. The color selection to compliment the photo is right on. These were all conscious decisions by the designer and they were good ones.

Paint Horse Journal

Photographer: Adrianna Sylvestri
June 2005

Being a "Special Issue" may have given the designer the liberty to keep the entire cover free of type and that's just fine. This is a beautiful photo of a beautiful Paint horse, no reason to let anything else get in the way. The metallic type in the masthead is very tastefully done. At the creative input meeting, someone probably said, "Let's make this cover really special." That they did.

Class 31 **TABLOID/NEWSPAPER** **COVER PAGE**

(22 entries)

1st

Horsemen's Yankee Pedlar

Designer: William Greenlaw
Photographer: Bob Langrish
November 2005

Beautiful in its simplicity and clarity, this cover is nonetheless striking to the point that we could not take our eyes off it. The photo of the white horse is stunning, and its portrayal here gives it an almost mythical quality. The white type is crystal clear against the dark background that includes more color than the eye first notices. And, in its most basic form, the cover not only draws in the reader, but also teases a good mix of stories on the inside. It is truly a work of art – and a winning presentation in every way.

2nd

Thoroughbred Times

Designer: Erica Mitchell
Photographer: Bill Denver/Equi-Photo
January 29, 2005

Solid, clean presentation is a courageous departure for this publication, with the text on the cover. But the subtle matching of the masthead maroon with the fitting "Ghost Story" headline, the cutout type around the jockey's head, the sharp photo – and the clean teasers spotlighting six inside stories between the top and bottom all make a winning combination.

3rd

California Horstrader

Designer: Daniel Lew
September 1, 2005

Rider's smile and outfit – plus a stunning use of contrast through the dark background – make this cover a real eye-catcher. The logo at the top comes across clean and sharp, again with the beige, white and red type subtly matching the tones of the main photo. The "Rosy Victory" headline also comes across as sharp, and the distinctive listings of sections – made more effective with the page numbers – tells the readers there is much, much more inside.

Honorable Mention

Barrel Horse News

Designer: Tom Geiser
Photographer: Jeff Belden
November 2005

The sheer joy and energy of the celebrating rider makes this cover a winner on its own, but subtle touches work as well – like the hat being tipped up into the logo, and the indented symmetry of the "Meeting the Challenge" type enhancing the rider's face and bight expression. We like the subtle "horse" outline that gives a distinctive touch to the logo, and its contrast against the white backdrop works especially well here, playing off the white type.

Equine Journal

Designer: Deanna Sloat
July 2005

Captivating photo draws in the reader, and designer makes excellent use of the sharp, distinctive appearance of the horses and their bridles by seamlessly mixing in the type as if it's almost part of the picture. Clean logo at top is also well paired with the photo's background, while tease headlines below give a good sense of what's inside.



EDITORIAL DESIGN

Class 32 **EDITORIAL DESIGN**

(circulation 5,000 and under – 23 entries)

1st

Hoofcare & Lameness Journal **“From Here To There: Inside The Equine Hoof Wall”**

Designer: Lisa Wrigley

Illustrator: Lisa Lancaster, PhD, DVM

Fall 2005

This understated, sophisticated layout is a real pleasure to look at. More than anything, this designer knows good type and how to use it. The positioning of the photograph on the right hand opener at the top of the page is right on target, as is the positioning in the middle of the following two-page spread. On both the opener and spread, plenty of white space is used, perfect for the subject matter of this article. Staggered type is used at the top of the spread to explain the photograph and, due to the nature of the photo, it couldn't haven't been done any better, whether we're talking about readability or stylistically. The continuation of the headline on the spread, under the photo and across the gutter, works wonderfully, and gives this design real personality. This three-page design was well thought out, and shows what the work of a true professional looks like.

2nd

The Whip **“Healthy Feet Make Happy Horses (And Owners)”**

Designer: Koren C. Herriman

March 2005

These designs work on several levels. Aside from the color photo and unusual color palette used on the first page, the remainder of the article is black and white. What stands out more than anything is the artful use of type used to adorn every page. Combined with various shades of grey and photographs and illustrations, also black and white, the end result is very unusual and attractive.

3rd

Hoofcare & Lameness Journal **“Meet The Men Who Shod A Million Horses”**

Designer: Lisa Wrigley

Photographer: Matthew Brady, Courtesy of Library of Congress

Fall 2005

The designer takes a sepia tinted Matthew Brady photograph and combines it with reversed out headline and text across two pages and defies you not to read it. Very elegantly done with just the right font, and a nice touch with the oversized initial cap in the headline.

Honorable Mention

Hoofcare & Lameness Journal **“Hocks Of Steel”**

Designer: Lisa Wrigley

Photographer: Fran Jurga

Archival Images Courtesy of the Spanish Riding School, the Lipizaner Museum and the Patton Museum

Fall 2005

The designer uses an interesting mix of photographs to get the reader interested in this story right away. Color palette on the opener is right on target and compliments the main photograph. Judicious feathering of type and photos on the opening spread draws the reader's eye to the beginning of the article, and is not simply ornamental or overdone. The second spread of this article also has an expert distribution of photos in relation to text that adds interest in the article itself.

The Whip **“Suzy Turns On The Style”**

Designer: Koren C. Herriman

Photographer: David J. Wharton

September 2005

The montage on the opening spread is well done, with several images working together to bring the reader's eye back to the headline and story. The designer did a good job, technically, of combining the several photographs into a natural-looking whole. The same techniques, as well as the background color, are repeated throughout the jump pages, giving it a harmonious look and feel.

Class 33

EDITORIAL DESIGN

(circulation 5,000 to 25,000 – 46 entries)

1st

Hoof Beats

“A Moment In Time: Racing Greats Share The Memories That Made Their Hearts Race A Little Faster”

Designer: Gena Gallagher

Photographers: Ed Keys, George Smallsreed, Jim Raftery

December 2005

Excellent designed layouts from beginning to end. The photographs are outstanding, and the designer has done an exceptional job of custom tailoring display type and text to each photo. In those cases where headshots are used, they are used in an oval format, which contrasts very nicely with the other, larger photos. One photo and one illustration are given a feathered effect, adding further variety to the design.

2nd

Horsemen's Yankee Pedlar

“What Amateurs Want”

Designer: William Greenlaw

November 2005

This is an overall, excellent design, with much attention paid to the details and nuances of good graphic design. The designer obviously knows type and how to use it, starting with the mix of serif and sans serif fonts, to the expert kerning of the headline type. Rather than trying to dazzle us with adornments and special effects, the designer uses a limited color palette and a consistent treatment of photos that spells sophistication.

3rd

Western Lifestyle Retailer

“New & Novel”

Designer: Lisa Wrigley

Fall 2005

The designer couldn't have done a better job with this design. The silhouetted photos are perfectly balanced in relation to one another. None of them look out of kilter with the others, and the descriptive type for each photo is perfectly set and placed. The soft shadows, usually overdone by most designers, are perfect. Topping everything off is the “New and Novel” logo, which blends harmoniously with all of the other elements.

Honorable Mention

Equestrian Retailer

“Fancy Footwork”

Designer: Ron Bonge

July/August 2005

Terrific opening spread. The main photograph is used in a way that makes this a very dynamic looking layout. The unusual font chosen for the headline works very well, as does the subdued color palette. This article is intended to inform and educate, and once the designer gets done showing off his creative side on the opener, he does an equally good job of getting down to the practical stuff. We especially liked the sidebar with the technical illustration on the second spread and the way he maintained the consistent look of the article throughout.

Keeneland Magazine

“Paradise Found”

Designer: Suzanne C. Dorman

Photographer: Brian Tietz

Winter 2005

Beautifully done opening spread with an expert use of type, color and photographs. The inset photograph is a nice touch breaking up some of the dead space in the main photo, and the reversed out part of the headline from the same photograph is probably what makes this opener really jump out at the reader more than anything else. The following spread and jump pages show a good continuation of the style used on the opener.

Class 34

EDITORIAL DESIGN

(circulation over 25,000 - 50 entries)

1st

EQUUS

“Get Ready For Winter”

Designer: Celia Strain

Photographers: Bob Langrish, Arnd Bronkhorst, Dusty Perin

November 2005

A first rate job from start to finish. A beautiful photo choice to depict “Winter.” Silhouetting the horse against the white page continues to create a wintry feel to the spread. Beautiful typography and nice placement of deck and byline. The same treatment of the numbered copy ties the pages together. On the following spread, great position of photos in the center and nice pacing throughout the article.

2nd

America's Horse

"The Horses Of The Babbitts"

Designer: Diana McClung

November/December 2005

An exciting opening photo interacting with the word "babbitts" makes this a winner. Silhouetting a few horses over the semi-transparent word really makes these elements work together well. The following spreads have beautiful big photos and nice details like an overlapping initial cap.

3rd

The Blood-Horse

"A Day In The Life Of A Breeding Farm"

Art Director/Designer: Beth McCoy

Creative Director: Suzanne Dorman

Photographers: Anne Eberhardt Keogh, David Young, Matt Barton, Lee Thomas, Christy West, Stephanie Church

April 9, 2005

The consistency of the pages throughout this very long article is memorable. Very good pacing. It was not an easy task to fit all the pieces to this puzzle. Good mixing of tints and type fonts throughout all twenty five pages. Opening spread sets a clean attractive tone with informative, well presented pages to follow.

Honorable Mention

Paint Horse Journal

"G'Day Paints"

Designer: Kelly Wise

July 2005

Beautiful warm photos with clean typography makes this article a winner. Good choice of background tints and colored type is inviting to read. Good placement of type on the opener. Good position of photos throughout the article.

Western Horseman

"Cameron's Cowboy Way"

Designer: Darin Edmunds

Photographer: John Brasseaux

February 2005

Strong photography is combined with good typography on this opener. Three words in the headline fit nicely together. Body copy wraps around the last word to make all the pieces fit together beautifully. Strong photography continues throughout the other pages.

Class 35

ONE PAGE OR TWO-PAGE SPREAD EDITORIAL DESIGN

(27 entries)

1st

The Florida Horse

"Showing His Grit"

Designer: Renee St. Leger

November 2005

This designer used a great photograph to create an excellent spread. The type treatment and choice of color compliment and add impact to the photograph and in turn the spread.

2nd

Hoofcare & Lameness Journal

"Education"

Designer: Lisa Wrigley

Fall 2005

This is a very clean, elegant page. The choice of color and screened image work well together. The simplicity of layout and type choices make for an inviting and easy to read page.

3rd

The Horse: Your Guide To Equine Health Care

"Newsfront"

Designer: Brian Turner

September 2005

The designer created a page you want to read. With the amount of text here you still don't feel overwhelmed. There is good pacing and items are separated by good font choices. Your eye moves calmly across the spread. Good logo treatment and editor ID. They help tie the spread together.

Honorable Mention

Quarter Horse News

"Mile High Bulls"

Designer: Ronne Haslett

March 1, 2005

The designer took a number of images and composed them in an eye-catching well designed page. Good color choices and controlled use of outlined photographs lead you into the page.

The Whip

“The Softer Side Of Georgia”

Designer: Koren C. Herriman

Photographer: Ann L. Pringle

June 2005

Type choice help define this page. The creative way the designer used the photograph as background works and you can read the copy over the dark background.

Class 36 EVENT COVERAGE DESIGN

(20 entries)

1st

Dressage Today

“Viva World Cup Dressage In Las Vegas”

Designer: Phil Cooper

Photographers: Mary Cornelius Photography, Sharon P. Fibelkorn, Terri Miller, Charles Mann

July 2005

This designer used a combination of type and photography treatments to create an excellent opening spread. The blending of photos is well done and draws you into the spread. The type is clean and easy to read on the black background. This spread works well in contrast to the following pages which are more angular but contain the blacks and grays which help tie the pages together. The contrast between large and small photographs is very well done.

2nd

The Whip

“ADS Celebrates Diamonds And Pearls Anniversary”

Designer: Koren C. Herriman

Photographer: Ann L. Pringle

March 2005

This is a very elegantly designed entry. The photograph, the type treatment and the design succeed in making this the type of layout the designer intended. The combination of square finish and feathered edges on the photographs of the second spread helps add interest.

3rd

Quarter Horse News

“Win Big In Reno”

Designer: Ronne Haslett

June 15, 2005

Excellent job with the layout and organization of the pages. Nice treatment of type, photography and boxed material throughout. Kicker, headline and deck work well together. The rules on these pages add clarity and keep the pages from becoming copy heavy, especially in this format.

Honorable Mention

Eventing USA

“Rolex Rout”

Designer: Dara Bailey

Photographers: Shannon Brinkman, Michelle Dunn, Nan Rawlins, Andrew Neil-Olscher

May/June 2005

The designer did a very nice job laying out the photographs on these pages. Caption identification is easy to follow and the pages with multiple photographs are not crowded.

The Blood-Horse

“Breeders Cup Results”

Designer: Beth McCoy

Creative Director: Suzanne Dorman

November 5, 2005

This is a well organized and uncluttered group of cleanly designed pages that let the photography do their job. The font and color choice on the cover are very good together. The following pages have a consistent look with a large photograph and strong headline font. Very good logo treatments throughout that tie the sections together.



PHOTOGRAPHY

Class 37 **PUBLICATION STAFF** **BLACK & WHITE** **EDITORIAL PHOTOGRAPH**

(11 entries)

1st

Fauquier Times Democrat **“Racing For The Rest Of Us”**

Photographer: Betsy Parker
June 1, 1005

Superior photograph, joy and elation radiate from the page. All elements: perfect timing, camera position, lighting combine to capture the moment. Excellent focus, good tonal range and a rich flow of raw motion make this a top-notch image. The composition and rhythm of the human faces balances with the strength and dignity of the horse.

2nd

The Chronicle Of The Horse **“Addison Phillips”**

Photographer: Tricia Booker
March 4, 2005

Top-notch image. The placement of the three faces draw the viewer to the heart of this photograph. Composition has a nice graceful flow. Exposure and lighting are right on. Symmetry, balance and the warmth of the moment make this image a joy to look at.

3rd

The Chronicle Of The Horse **“Rusty”**

Photographer: John Strassburger
February 4, 2005

Excellent image, strength and dignity flow from this portrait. Lighting, focus and minimized background make this image snap. Image detail is amazing, good tonal quality with detail in shadows. All elements balance to make this an award-winning photograph.

Class 38 **PUBLICATION STAFF** **COLOR EDITORIAL** **PHOTOGRAPH**

(30 entries)

1st

Hoof Beats **“P-Forty-Seven: Roarin’ Redhead”**

Photographer: Mark Hall
October 2005

Superior portrait of horse in action. The extreme close-up brings the viewer right into the race. Image detail has resolution down to the smallest hairs and veins. Exposure holds shadows on horse and lets background washout. The natural flow of the composition works with excellent cropping. This photograph meets and exceeds all expectations.

2nd

The American Quarter Horse Journal **“Bad Cow Good Cow”**

Photographer: Tonya Ratliff-Garrison
October 2005

Excellent photograph, shutter timing and amazing image detail combine in a perfect mix. The viewer expects the image to come right off the page. Lighting and color balance make this image one of the best. Exposure is handled well with a good range from shadows to highlights. Image composition balanced, cropped well, truly a top quality photograph.

3rd

America’s Horse **“Babbitt Ranch Horses”**

Photographer: Jim Jennings
November/December 2005

Wonderful image, strength, independence and beauty flow from this photograph. Lighting is excellent; mainly from the back it emphasizes horses shape and crisp details. Exposure holds in highlights, depth of field is very good. Natural composition balances the wide spread horizontal frame. This image is a fine piece of art.

Honorable Mention

Horse & Rider

“Greener Pastures”

Photographer: Darrell Dodds

July 2005

Wonderfully warm image, the subtle colors of green and browns carry the theme of the photo well. Composition is balanced. The open space with the line of horses leads the view to the heart of the image. Exposure holds shadow detail, selective focus enhances overall look. Image fills the two-page spread and invites reader into the story. Great photograph with excellent execution.

Western Horseman

“Haythorn Remuda”

Photographer: John Brasseaux

August 2005

Wonderful image, flowing motion, graceful beauty and raw strength flow from the page. The natural colors make a vivid image. The green surrounds the many shades of the running horses. Exposure and focus are well executed. Composition seems overflowing; the spread does not seem big enough.

Class 39

OPEN COLOR EDITORIAL PHOTOGRAPH

(20 entries)

1st

Performance Horse

“Futurity Tracks: Wrangle Whiz”

Photographer: John Brasseaux

December 2005

Superb photograph. The viewer is right in the ring, almost ready to get trampled. Photographer does excellent job with exposure capturing the dust and legs a flying. Tight crop holds your attention. Overall colors work well, white fence across frame balances with strong vertical form of horse. Perfect execution.

2nd

The Blood-Horse

“Winning Touch”

Photographer: Wally Skalij

June 4, 2005

Excellent image, warm and inviting the photograph tells the story with out the copy. Back lighting is extremely effective; exposure is right on holding fine detail in subject’s faces. The soft green color is good match with dark silhouettes. Perfect image to illustrate emotional issue.

3rd

The Gaited Horse Magazine

“Tennessee Walking Horse Bond”

Photographer: Darlene Wohlar

Fall 2005

All elements work together here. Colors are perfect. The black and white with a touch of red, the green rectangle helps draw the viewer to the focal point of the horse’s eye. Image range is good holding detail in shadows and highlights. The anonymous human form adds to the images over effectiveness. Simple, yet dramatic photograph.

Honorable Mention

Equine Veterinary Management

“Working In Wellness”

Photographer: David L. Stoecklein

Spring 2005

Tone palate makes this image, muted tones of brown, black and white express concern and sincerity. Composition of face and arm carry through the wellness theme. Selective focus is effective to lead the eye in to the action. More is less. This photograph speaks volumes, beautifully done.

Practical Horseman

“Mark Watring And Sapphire”

Photographer: Tass Jones

December 2005

Great stop action image, lighting and focus on target, amazing detail resolution from head to tail. Colors in this photo work very well together, the white and blue horizontal lines offset the strong vertical angle motion of the rider and horse. Very, very good event photograph.



ILLUSTRATION

Class 40 **OPEN ILLUSTRATION**

(14 entries)

1st

The American Quarter Horse Racing Journal **“Stewardship”**

Illustrator: Randee Fox
July 2005

I was drawn to the contemporary feel of this piece. The design elements and juxtaposition of images are novel. The colors are bright and balanced in contrast to the serious subject illustrated.

2nd

Dressage Today **“Overcoming Fear”**

Illustrator: Joanne Mehl
January 2005

This piece illustrated the subject with verve and style. The expression of emotion from rider to horse is matchless. The slashing brushstrokes intensify the feeling of fear. The tense line of the rein and the grip of the rider’s hand underscore the tension.

3rd

Equine Veterinary Management **“Just A Phase”**

Illustrator: Adam Niklewicz
Summer 2005

This is a witty illustration. The forms are bold with a use of strong color. The line of the rein whips across the page in a dramatic twist. As the figure leaps forward, we feel the gesture as he moves into the future.



SPECIALTY CLASSES

Class 41 **EQUINE-RELATED SINGLE** **ISSUE SPECIALTY** **PUBLICATION**

(15 entries)

1st

Blood-Horse Publications **“What’s In A Name? 2005 Corporate Fact Book”**

Designers: Brian Turner and Robert Bolson
Illustrator: David Young
Summer 2005

The interesting and beautiful cover of this specialty publication easily draws readers into the inside design and stories. The Fact Book is easy to look at, easy to read, and easy to navigate. It contains interesting graphics and photos that compel readers to go further. And if a reader doesn’t want to sit and read it all, he can scan many pages and still understand the message. This publication does an exceptional job of fulfilling its purpose.

2nd

Cutting Horse Chatter **“Guide To Cutting”**

Editor: Alan Gold
Designers: Mindy Young and Casceil McRae
Advertising Manager: Shawn McCoy
Associate Editor: Stacy Pigott
March 2005

A very reader-friendly publication, the Guide to Cutting is filled with good stories and good photos that clearly explain cutting. After reading through these stories, what rider would not want to try cutting? The design is not flashy, but it clearly sets the stories apart from advertising and makes the stories very readable. The cover is exciting and the heavy paper great.

3rd

***The Horse Report* “Racing Against Time”**

Editor: Barbara Meierhenry
Designers: Barbara Meierhenry and Marianne Post
Author: Gregory Ferraro
March 2005

A beautiful, thoughtful publication, *Racing Against Time* measures up to its mission of developing support for research. From the stunning cover photo to the very last quote on the back page, this publication sends a message of importance. The horse-racing industry is big and important and needs support. The copy is well written and easy to read or scan.

***Class 42* EQUINE-RELATED BOOK (TEXT)**

(20 entries)

1st

Storey Publishing LLC

“Trail Riding: Train, Prepare, Pack Up & Hit The Trail”

By Rhonda Hart Poe
Art Direction and Design: Vicky Vaughn
Text Production: Eugenie Delaney and Liseann Karandisecky
Illustrator: Elayne Sears
Editor: Deborah Burns
July 2005

This book is a “must have” for anyone interested in trail riding. The conversational tone gives specific how-to’s on everything from conditioning, choosing tack, and training tips. Wonderful inserts, trivia, and checklists. Great on safety and how to handle emergency situations. Very comprehensive.

2nd

Eclipse Press

“Diary Of A Dream”

By George Rowand
Designer: Sarabeth Brownrobie
2005

“Follow your bliss and don’t be afraid, and doors will open for you when you wouldn’t think there could be doors...” (Joseph Campbell). So begins Chapter 32 of this delightful, inspirational book about a man pursuing his dream to own a stakes-race Thoroughbred. In Chapter 1, the author says, “Everything good in life, it seems to me, begins with a dream, and how I got to that place and time

is the story I want to tell.” And tell it well he did. This is an engaging, inspiring true story on the order of *Seabiscuit*. Anyone who has ever had a dream can relate to the trials, persistence, and ultimate victory as well as the joy of the journey.

3rd

Western Horseman

“Cowboys & Buckaroos”

By Tim O’Byrne
May 2005

Very thoroughly covers all aspects of the work and life of the modern cowboy. Using the “Cowboy Code” as an organizational guideline, the author details in many photos and lively descriptions everything you may have ever wanted to know about the subject—and then some. The author’s own journal entries from his cowboy days add a very interesting personal touch. The layout of the material makes for easy reference and reading. The colored boxes highlighting important facts, terminology, and features are visually appealing.

Honorable Mention

Primedia Equine Network

“Build Confidence Over Fences!”

By Holly Hugo-Vidal with Sue M. Copeland
Designer: Lauryl Eddleman
Credit: *Practical Horseman*
December 2005

Even jumping instructors can learn from this valuable book. I love the layout and the color photographs that clearly illustrate what the text is saying. Sometimes it is misleading to show an incorrect picture for fear of someone thinking it is correct, but this author has devised a coding to avoid that problem: green labeling means it is correct and red means “error.” I like the “Quick Checks” too.

Western Horseman

“Charmayne James On Barrel Racing”

By Charmayne James and Cheryl Magoteaux
August 2005

This beautiful book is destined to become a classic on barrel racing. It has it all: terrific information, pleasant layout with interesting sidebars, precise diagrams, and clear color photographs that support the text.

Class 43

EQUINE-RELATED BOOK (PICTORIAL)

(6 entries)

1st

The Lyons Press

“The Natural Superiority Of Mules”

By John Hauer

Designer: Amanda Summers (cover)

Photographer: Curtis Martin (jacket)

Editor: Jessica Shiers

December 2005

Written with humor and love, this book will help any of the un-enlightened quickly overcome any prejudices against mules. Mule owners will find confirmation of all they know to be true, as well as new information and tips. There is a nice balance of history with the modern view of how mules are used today. The dedication sucks you right in to want to read it. And the line in the first chapter, “Since it takes about a month longer to make a donkey than a horse, one might expect a certain degree of superiority on the part of the mule,” exhibits the light tone that makes this collection of essays, articles, and stories enchanting.

2nd

Storey Publishing LLC

“Storey’s Illustrated Guide To 96 Horse Breeds Of North America”

By Judith Dutson

Art Direction and Cover Design: Vicky Vaughn

Text Design: Kent Lew

Text Production: Liseann Karandisecky and

Kristy MacWilliams

Photography: Bob Langrish

Illustrator: Jo Anna Rissanen

Editors: Deborah Burns, Sue Ducharme and

Lisa Hiley

November 2005

A must-have for any horse lover. This comprehensive, beautifully illustrated book not only is lovely to peruse, but includes useful, detailed information on each breed. Conformation, color genetics, and the history of horses in North America are detailed in an informative and interesting way. One cannot help but learn something new on every page of this detailed, highly researched book.

Class 44

EQUINE-RELATED CALENDAR

(5 entries)

1st

Appaloosa Journal

“2005 Calendar”

Designer: Bonnie Hanna

The large, bold and an intimate approach to photography, presented as full bleed, creates dramatic impact. A well thought out color palette with the months set as vertical type, adds interest and enhances a clean, crisp calendar grid. Insert photos paired with quotes compliment the overall layout and creates a very appealing design. The last page of organized information makes it a useful resource.

2nd

Western Horseman

“2005 Cowboy Calendar”

Designer: Ron Bonge

This calendar does a great job of featuring a wide variety of bold photography presented appropriately large. A clean layout of the monthly grid is enhanced with a smaller, theme related photo and a high quality pencil sketch, which contributes to the overall appeal. The cover is highlighted by a perfectly executed stylized “leather embossed” logo. Good printing, substantial paper stock and spiral binding round off this well produced calendar.

Class 45

EQUINE-RELATED NEWSLETTER

(7 entries)

1st

The Horse Report

Editor: Barbara Meierhenry

Designers: Barbara Meierhenry and Marianne Post

The strong service orientation and content of this newsletter helped it nose out other contenders in this category. The editor combined the best package of design and authoritative reporting on highly informative and useful topics. Technical stories written in laymen’s terms deliver the take-home pay that serious readers demand. The newsletter’s format—a mix of photos, graphics, and clean type—added variety and interest to the layouts. Readers must view this publication as a welcome advisor whenever it appears in the mailbox.

2nd

Thoroughbred Times TODAY

Editors: Steve Bailey and Tom Musgrave

Designers: Dave Kaplan and Charlotte Luz

Assistant Editors: Jeff Apel and Mike Curry

If I were a racing enthusiast or professional, this site would be my home page. The entry raced to the top of all electronic contenders for its engaging graphics and ability to communicate vast amounts of data with clean, appealing layouts. The site also makes good use of the electronic medium by reporting the day's important headline events, leaving lengthier "color" stories for its print version.

Class 46 **EQUINE-RELATED** **ELECTRONIC** **PUBLICATION**

(5 entries)

1st

EquiSearch.com

Content Manager: Kate Lindon

This site has a well thought out information architecture. The typographical hierarchy and graphic elements significantly contribute to its usability. A vast amount of well-organized information and resources are made available without overwhelming the user. An appealing color palette and well-designed functionality make this a must bookmark.

2nd

HorseCity.com

General Manager: Ryan Dohrn

Webmaster: Charmain Vaughn

Author: Amy Keil

This site has solid and consistent navigation throughout. The information is well organized with a good use of graphic elements that help keep the end user oriented.

Class 47

MERIAL HUMAN-ANIMAL **BOND AWARD**

(18 entries)

Carole Ann Lee

"Echoes Of Thundering Hooves - AJ's Story"

Published in *Northern Horse Source*

September/October 2005



GENERAL EXCELLENCE

Class 48 **TABLOID/NEWSPAPER**

(14 entries)

Winner

Horsemen's Yankee Pedlar

You prove that small circulation magazines can be as well conceived as the best of New York's consumer magazines. The publication represents the perfect marriage of eye candy and brain food. The entire reading experience mimics the best elements of large circulation magazines, yet tailors content for an equine enthusiast. Covers and interior design resemble glossy newsstand publications with glamorous photos, high quality paper, clean readable layouts and type. The editors create a well-rounded diet of departments, features and columnists that entertain as well as deliver take-home pay for reading. By using bios with standing columnists, the publication personalizes the writers and builds a cult following. Column choices demonstrate the understanding that readers want a range of information—from veterinary advice to recreational tips. This publication likely evokes strong passions among its readers and kindles their enthusiasm for their hobby.

Honorable Mention

The Equestrian News

This publication achieves its mission of serving the LA horse community by customizing hometown copy that horse enthusiasts couldn't find anywhere else. All the major features had local spins with compelling human interest angles—even the profile of the USC mascot and the marchers in the Rose Bowl parade. Clean, dramatic front pages and interior layouts enhance the package.

Thoroughbred Times

This entry is one of the top contenders in its field, thanks to its dramatic color photography, professional covers and in-depth reporting skills. Both artists and editors understand how to enhance features by packaging words and graphics into cohesive units. Coverage of Afleet Alex's tumble in the Preakness was one of the most compelling feature stories among all entries. With photo replays a key part of the story, the reader could almost imagine the gasp of the crowd, the dirt fly and the smell of the track.

Class 49 **ASSOCIATION** **MAGAZINE**

(circulation under 15,000 – 14 entries)

Winner

Professional Farrier

Fresh and contemporary design along with engaging and informative articles put this magazine right into the winning circle. Strong graphic and typographic treatment is used throughout to make this an inviting and easy read. The feature openers are extremely well designed and pull the reader right into the story.

Honorable Mention

Hoof Beats

Magazine contains well-written articles that are interesting and informative and does an effective job of separating the editorial from the ads. The news section has a nice balance to it with use of sidebars, charts, and photos.

The American Quarter Horse Racing Journal

This is a well-organized magazine with color bar treatment that makes it easy to navigate. Features are nicely designed and have a consistent look that helps with branding of the magazine. The cover design has a top newsstand look to it.

Class 50 **ASSOCIATION** **MAGAZINE**

(circulation 15,000 and over – 8 entries)

Winner

America's Horse

Very attractive magazine. Clearly defined rhythm lets editorial flow effortlessly. Well-organized TOC uses abstracts effectively. Overall, very easy on the eyes and engaging. Fresh, clean design invites readers into the features. Good use of attractive, large photos with feature heads. Consistent design brands the magazine well.

Honorable Mention

Appaloosa Journal

An appealing blend of solid, practical information with lighter general topics and profiles. Clear, well-defined TOC with good use of typographical hierarchy defining features and departments. Attractive, color-coded department rubrics lend to an easily navigable magazine—very clear delineation between ads and editorial. Effective use of white space and a feature well clear of ads assists in this ever-present challenge.

Class 52 SELF-SUPPORTED MAGAZINE

(circulation under 15,000 – 11 entries)

Winner

Performance Horse

I love the tempo and flow of this magazine, which keeps you turning the page in anticipation of the next interesting feature or column. Striking, engaging cover photographs and descriptive blurbs work well together to draw in the reader. A great editorial mix that is true to the magazine's mission of providing educational and entertaining articles. Excellent photography that is a helpful addition to the concise, how-to articles. The clean design and layout of this magazine are a real service to the reader.

Honorable Mention

Conquistador Magazine

This publication does an excellent job of living up to its mission statement and bringing readers an editorial mix that is hard to find in competing publications. Gorgeous photography greatly adds to the intelligent writing. The article "Riding in Navarra" is a beautiful piece, placing the reader right there with the writer through word and photograph.

Western Lifestyle Retailer

A gorgeous, elegant publication. Clean and interesting design helps the reader navigate between editorial and advertising. Stunning photography adds to the lively writing. A nice editorial mix of features, profiles and practical business advice. The directory is an invaluable resource. *Western Lifestyle Retailer* should have a prime space on the desk of every Western apparel retailer.

Class 53 SELF-SUPPORTED MAGAZINE

(circulation 15,000 and over – 13 entries)

Winner

The Horse: Your Guide To Equine Health Care

This monthly publication has big shoes to fill as an all-breed, all-discipline resource, but it certainly fills them beautifully. I'm quite impressed by this publication's tenacity and willingness to take on the tough issues in equine industry, including horse welfare and the impact of Hurricane Katrina on horses and the industry – this coverage was objective, thorough and enlightening. Nice, clean design and excellent use of photography to illustrate health articles. This publication is a must-have for those deeply interested in horse health.

Honorable Mention

Western Horseman

Engaging, beautiful covers. Excellent use of blurbs and cover tags to draw in the reader. I love the tempo and mix of articles in this publication, ranging from personality profiles to news to destination features and buying tips on tack. A great resource for any Western horse enthusiast, and just a beautiful magazine to have lying around.

Young Rider

What a service to the young rider. A great use of photography throughout and an interesting mix of stories geared toward young people. The writing is fun and youthful. This publication just makes me smile. *Young Rider* should be a staple in every horse barn inhabited by kids and teenagers.

NOTE: All honorable mentions are listed alphabetically. Class 24 & 51 were cancelled.



The Horse: Your Guide to Equine Health Care

This extremely tough decision boiled down to who best served their mission and targeted audience. This magazine does an outstanding job of delivering helpful, hands-on information to its target audience of horse owners involved in a deep way in their horses' health care. The cover design, with its table-of-contents style blurbs combined with intriguing pictures, tells the reader instantly the magazine is serious and chock-full of useful information, giving him or her 10 reasons to pick up the magazine.

The inside design is clean and also workman-like, appropriate for the mission. A clear and interesting front of book department is followed by visual

blow-outs for the lead features. Good use of sidebars breaks out information in the bite-sized pieces readers today demand. Photography throughout showed how-to, strong service, and informed, serving as a vital component rather than simply decoration. The table of contents is thorough, easy, and uses some selling text under the titles, to make the reader want to go directly to certain stories. Strong back of book departments provide a strong ending dose of additional health information, and the opinion essay at the end leaves the reader with something to think about—and satisfaction from time spent reading this magazine.



2006 JUDGES

Kathleen Barczak

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

Jeanne Bernick

Jeanne writes about agriculture for *Farm Journal* and *Top Producer* magazines, both national agribusiness publications with more than 400,000 readers. A graduate of the University of Missouri School of Journalism, Jeanne has won numerous awards from the National Association of Agricultural Journalists and the American Agricultural Editors' Association (AAEA), including being named Master Writer by AAEA. She 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.

James Carman

Jim has been Managing Editor for the past twenty years at *The Wilson Quarterly*, a nationally distributed magazine of ideas affiliated with the Smithsonian Institution. Prior to that, he worked in the production department of *U.S. News & World Report*. He has written extensively for his own publication, and his writing has also appeared in such publications as *Adirondack Life*, *National Parks*, and the *Cornell Alumni News*. An avid musicologist, he wrote the liner notes for *Holocaust Cantata: Songs from the Camps* (1999), arranged by Donald McCullough and performed by the Master Chorale of Washington Chamber Singers. He graduated from Cornell University in 1983 with a B.A. in English.

Al Casciato

Al graduated from the Philadelphia College of Art (now University of the Arts) with a BFA in Advertising Design. After a two year stint in the Army, he worked for a men's wear publishing company designing ads and catalogs. Then he spent the next 27 years with *Farm Journal*, a good part of that time as the Art Director, designing magazines and books. Al is now Design Director for Farm Progress Companies, publishing eighteen regional tabloids and three national magazines.

Laura G. Causey

A lifelong rider and appreciator of fine horses, Laura has background in science, science education, and publishing. She and her husband Billy own Plumwood Arabians where they stand their own stallion, Cassels Omar. She has enjoyed competing in both endurance races and competitive trail rides. Their young grand children are just beginning to show their Arabians in leadline classes. Laura's real passion is in training and communicating. She is inspired by all of the advances in our knowledge of training techniques that have been made by the excellent natural horsemen who have taken horsemanship, training, and communicating with our horses to a higher level.

Ken Chamberlain

Ken is a photographer for The Ohio State University's College of Food, Agricultural, and Environmental Sciences. He has won numerous awards for his photographs from ACE (Association for Communications Excellence in Agriculture, Natural Resources, and Life and Human Sciences). He has been a staff photographer for more than 20 years; his photographic products are used in marketing, public relations, annual reports, scientific imaging, and web sites throughout the college. He is a graduate of the Rochester Institute of Technology. A U.S. Navy veteran, he served aboard the USS Kitty Hawk as a Photographer's Mate.

Kay Coyte

Kay, of Alexandria, Virginia, is an Eclipse and AHP award-winning photographer and former editor and publisher of *The Horsemen's Journal* thoroughbred racing magazine. She's been with *The Washington Post* as an editor since 1982, currently with the L.A. Times-Washington Post News Service. Earlier in her career, she covered racing for *The Saratogian* (N.Y.) newspaper. She grew up in Louisville, Ky.,

where her father was a longtime executive at Churchill Downs, and graduated from University of Kentucky, working with racehorses and yearlings in her spare time. She's horseless now but has owned two in her life so far – both Appaloosas. The first was a generous and agile fox-hunter, the second indulged her in competitive trail riding. She's looking forward to No. 3.

Marie Garafano

Marie is a visual artist with many years of experience. Her clients include such well-known publishers, such as Houghton Mifflin, McGraw Hill and Scott Foresman. One of her books is a chapter book called *Ginger Goes on a Diet*, a story about a foster child and her cat. She also illustrated the newsletter for The University of Pennsylvania School of Veterinary Medicine, *The Bellwether*, for ten years.

Jane Houin

For the past five years, Jane has served as the public relations coordinator of the Ohio Agricultural Research and Development Center in Wooster, Ohio—the research arm of The Ohio State University's College of Food, Agricultural and Environmental Sciences. Prior to that, she worked in admissions for the university's Agricultural Technical Institute and then as a publications editor in the college's Section of Communications and Technology. Jane received her bachelor's degree in agricultural communications from Purdue University where she also did her master's work in mass communication. While at Purdue, Jane taught coursework in journalistic writing, public relations writing, and agricultural publishing. Since moving back to her family's north-central Ohio farm where her family owns and operates a rodeo stock contracting company, Jane has also taught courses for North Central State College in business communication, speech communication, composition and literature in addition to freelance writing for agricultural and equine publications. She enjoys riding horses with her three-year old daughter and looks forward to teaching her one-year old son to ride with them this year.

Wes Ishmael

Wes 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, in Benbrook, Texas. Clear Point Communications provides editorial, commu-

nications services and consulting to a variety of clients in the livestock industry. Wes also writes three monthly columns related to the cattle business. He was named the Livestock Publication Council's writer of the year in 2002.

Sarah Kmet-Hunt

Sarah has 12 years of experience working in the advertising industry, creating visual identity, packaging and advertising for clients in diverse areas such as consumer electronics, music, animal health, office products and healthcare. She is currently an Associate Creative Director with Bader Rutter & Associates in Brookfield, Wisconsin. When she's not doodling the next campaign idea on a napkin or working at her Macintosh, she can usually be found sitting at the potter's wheel in her studio or in front of a raku kiln.

Raymond J. Lamont

Ray is editor of *The Westerly* (R.I.) *Sun*, and vice president of its parent company, Sun Publishing Co., in Westerly, Rhode Island. He is the immediate past president and a member of the Board of Directors 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, Virginia., managing editor of the *Daily Local News* in West Chester, Pennsylvania., and as Editor of the *Times-Herald* in Norristown, Pennsylvania., 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.

Christy Couch Lee

Christy has diverse experience in the agricultural journalism world. She has worked as a writer and photographer for the *Angus Journal* and *The American Quarter Horse Journal*; as managing editor of John Deere's *Homestead* magazine, with a North American circulation of over 100,000; and currently as the Director of Communications for the National Swine Registry in West Lafayette, Indiana. Christy has received numerous awards for her writing and photography through the American Agricultural Editors Association and the Livestock Publications Council, and currently serves on the LPC Board of Directors. She and her husband,

Craig, live near the Lee family farm in Wellington, Illinois, where they raise their son, Waylon, and a small herd of Angus cattle.

Katherine Marks

Katherine is an environmental reporter for the *Arkansas Democrat-Gazette*. Before moving to the South in 2004, she worked as a reporter in Maryland, where she grew up, and Southern California, covering topics from business and real estate to City Hall and education. She and her husband live outside Little Rock with their two wonderful dogs, Mingus and Coltrane.

Karen McMahon

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

John Meekins

John spent more than 20 years working as a reporter for weekly and daily newspapers in New Mexico, New Hampshire, Indiana and Ohio before going into public relations. He also taught basic journalism courses at Ohio State University for a decade, and for three years he published a monthly tabloid newspaper dedicated to pleasure horses in Ohio, the *Ohio Horseman News*.

Candace Pollock

Candace is media relations coordinator and associate editor for the Section of Communications and Technology in the College of Food, Agricultural, and Environmental Sciences at Ohio State University. The university's equine program is housed in this college. Pollock holds a bachelor's degree in Journalism and Biology and a master's degree in Agricultural Communications. She is currently working toward her PhD in Rural Sociology. She is originally from Connecticut and has been an Ohio resident for nearly 10 years. She has been with Ohio State for half that time.

Sharon Reuter

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 began to cover professional sports in 1978, with an emphasis on the National Hockey League and horse racing. Her assignments have ranged from the Stanley Cup to the Breeders' Cup. In 1992, she became the first female broadcaster for a major men's professional sports league when she was hired by the New Jersey Devils as a radio color commentator. In 1995, she returned to writing and has been a reporter and columnist for the *New York Daily News* since then, and has been an occasional freelance contributor to several hockey and horse racing publications. A lifelong horse lover, she owns a retired 30-year-old American Quarter Horse. She is a 1977 graduate of Rutgers University.

Bob Shriner

Bob is an Associate Creative Director/VP at Bader Rutter & Associates Advertising where he has worked since 1990. His 25 years in this business have been focused on advertising and design communications for agricultural/animal health accounts. Trained as an art director, Bob has conceptualized and designed for all types of media with all types of crops and animals. Bob recently moved from the BR's Brookfield, Wisconsin, office to the Lincoln, Nebraska office to be closer to family. Unfortunately, the family horse, "Azaria", a palomino quarter horse, did not make the move.

Shelly Peper Sitton

Shelly is an associate professor at Oklahoma State University where she has taught agricultural communications and public relations courses for 14 years. She teaches classes in feature writing, layout and design, and magazine production. She serves as an academic adviser for undergraduate and graduate students in agricultural communications and serves as the adviser for the National Agricultural Communicators of Tomorrow student organization. Shelly earned her bachelor's degree in agricultural communications, as well as her master's and doctoral degrees in agricultural education, from OSU. Before returning to the university, Shelly worked as a public relations specialist in charge of newsletters for the Grand River Dam Authority. She has two young sons and spends her free time helping

with their activities, including serving as her older son's 4-H club leader and assisting with her younger son's therapeutic riding sessions.

Linda H. Smith

Raised in Bucks County, Pennsylvania, Smith began her journalism career at *Farm Journal Media* in 1973 and has written and edited literally hundreds of articles related to the business of farming. The American Agricultural Editors Association has awarded Smith its Oscar In Agriculture three times. Today, as Managing Editor of *Top Producer*, a business magazine for large commercial farms, Smith helps plan content of each issue, makes writing and photographic assignments and sees that the magazine stays on its publishing schedule. She also writes and edits for a number of non-agricultural publishers on a free-lance basis. In 2000-2001, Smith served as Vice President, Communications and Industry Development at Norman Borlaug University, an online learning provider for the food system. In addition to acting as judge for American Horse Publications, Smith has been a screener or judge for American Business Media and the American Society of Magazine Editors.

Thomas Snoreck

"Tomás" as his friends know him is the Creative Director and Principal of Ripe Studios, www.ripe.com, a full service design studio based in Washington, DC. He has over 23 years experience in the field of design. The studio offers magazine design, marketing communications, logo development, corporate identification, advertising, multi-media services and web development. He has been awarded numerous distinguished regional and national awards for design, photography and illustration. He started riding as a young boy and his family raises Tennessee Walking Horses in Upper Western NY State.

Robert Sugar

Rob is the owner and creative director of AURAS, a publication design and consulting firm located in Silver Spring, Maryland. He has been responsible for the design or redesign of over 70 magazine titles and the execution of nearly 100 identity campaigns for corporations, associations and businesses.

AURAS's current studio is on the top floor of a 1927 Masonic Lodge in what was previously their Ceremonial Hall. The studio bought and renovated the three-story building in 1998. It is located in downtown Silver Spring, Maryland, near the Washington, DC border. The studio is currently responsible for the design and production of nine

publications, as well as many collateral projects. 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. Rob graduated summa cum laude in 1978 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.

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 BS 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.

Joe Tenerelli

Joe has almost 30 years experience as a graphic designer and is currently the owner and creative director of Joe Tenerelli Illustration & Design. Joe's company specializes in publication design, including annual reports, magazines, and newsletter, as well as web, logo and book cover design. Over the years Joe has art directed several magazines, as well as designed and redesigned many others. Until 2004, Joe worked at *Farm Journal Media*, where he spear-headed the design of all of the company's publications, and won several individual design awards. His redesign of Farm Journal, the company's flagship magazine, won FOLIO's first place Gold Ozzie for magazine redesign. Joe is a 1973 graduate of Temple University and resides in Philadelphia, Pennsylvania.

Willie Vogt

A 26-year veteran agricultural journalist, Willie has a long history of looking at technology and the forces shaping agriculture. Those forces – a confluence of technology, policy and trade issues – will reshape how we farm in the short- and long-term. In his career, Vogt has covered a wide range of ag-related issues from animal nutrition to equipment and technology, from ag policy to how the Internet is changing agribusiness. He has worked as a writer for several publications and as a freelancer across the industry. He started writing for *Farm Progress* in 1991 as a freelance writer, and joined the company in December 1996 where he started technology editor and as Senior Editor for *Farm Futures*. He later took on the added role as e-content director helping develop the company's Web sites as well as marketing *Farm Progress* content to other companies. In May of 2004, Willie was named Corporate Editorial Director for *Farm Progress* where he oversees the 18 state farm magazines produced by the company, the returning national publication *Farm Futures* as well as each of those publications' Web sites. In the spring of 2006, he spearheaded development of a new publication - *Rural Life* - which targets the many-faceted issues and opportunities facing the rural homeowner. Willie is a 1980 graduate of Iowa State University, where he majored in journalism. He's also a past president of the American Agricultural Editors Association.

Dave Wohlfarth

Dave is a mass communications instructor at West Texas A&M University where he teaches print media classes. He's in his 15th 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, Dave spent 27 years in daily newspapers, including stops in Dayton, Ohio, (as a sports writer, copy editor and news editor) and Lincoln, Nebraska. (executive sports editor). Dave earned a B.A. in journalism from the University of Nebraska in 1964 and a master's in mass communications from Texas Tech University in 1992. He is an avid tennis player; his wife an avid horse person who competes in cutting. His daughter, Jenny, is a former *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. Her first magazine position was with *The Quarter Horse Journal*; she 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*). She teaches magazine journalism at the University of Cincinnati and continues to write for a wide range of national magazines.

Danita Allen Wood

Danita Allen Wood is editor-in-chief and owner of *Missouri Life* magazine and Missouri Life, Inc. She and her husband bought and revived the magazine in 1999. Since then, it has won four awards from the International and Regional Magazine Association, for excellence in design and for reader service and historical stories. It also won the Navigator's Award for media from the Governor's Conference on Tourism in 2005. Danita served as the Meredith Chair for Service Journalism at the University of Missouri School of Journalism for 10 years, from 1995 to 2005. At Mizzou, 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. She was an award-winning reporter on southern agriculture and the business of agriculture for *Successful Farming* magazine for eight years. Then, also at Meredith Corporation, 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. She was also the first editor to put Garth Brooks on a cover! She has three children, two in college and one in high school, and enjoys gardening and horseback riding. She is on the board of the Fayette Main Street Association and a member of the local Rotary Club.

Mark Wright

Mark operates Halcyon Design, a graphic design and advertising company in Pelham, Alabama. Mark has over 30 years in the advertising and design industries as well as media buying and marketing experience. Mark and his wife Cathy recently celebrated the birth of their second granddaughter, Lauren Grace Sibilia.



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