

Fiesta del CABALLO



AHP 2007 • Albuquerque

2007 Annual Awards Program

For material published in 2006

Awards Banquet & Presentations
June 23, 2007 ~ Albuquerque, New Mexico





2007 AWARD DIVISIONS

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Editorial Content

Class 1 **NEWS REPORTING**

(circulation under 15,000 – 12 entries)

1st

Mid-Atlantic Thoroughbred

"Barbaro Battles On, Amid Shattered Dreams"

By Sean Clancy

July 2006

The writer has an exquisite eye for detail that helped the reader get an inside look at a wrenching story. If I were his editor, I would've been thankful he was the writer assigned to the Preakness, knowing a story for the ages was in capable hands.

2nd

Mid-Atlantic Thoroughbred

"How Slots Have Paid Off In Delaware and West Virginia"

By Michele MacDonald

March 2006

A crisply-written story that's chockfull of information. The writer did a fine job of reporting a numbers story without getting bogged down in numbers.

3rd

The American Quarter Horse Racing Journal

"EVA: A Manageable Problem"

By Andrea Caudill

August 2006

This is very well-written and the writer did a fine job of explaining the virus in plain English. The break-outs are a handy guide for horse owners and the entire package is well-sourced.

Class 2 **NEWS REPORTING**

(circulation 15,000 and over – 14 entries)

1st

Thoroughbred Times

"Barbaro News Coverage"

By Mike Curry, Dick Jerardi, and Pete Denk

May 27, 2006; June 3, 2006; July 22, 2006;

July 29, 2006

Exhaustive coverage. The articles chart not just Barbaro's journey, but that of a nation following every development, and an industry bracing for public reaction. Each of the writers involved did a fine job.

2nd

Paint Horse Journal

"A Drought-Driven Disaster"

By Paul Cañada

April 2006

The writer takes readers inside a regional drought and shows them its national repercussions. Thoroughly researched and concisely written.

3rd

American Cowboy Magazine

"Six Days Ablaze"

By John R. Erickson

September/October and November/December 2006

A riveting first-person account of a terrifying week, and its aftermath, in the Texas Panhandle. The writer deftly and poignantly weaves his tale into the broader picture of devastation.

Class 3 and 4 **INSTRUCTIONAL SINGLE** **ARTICLE**

(circulation under 25,000 – 17 entries)

1st

Performance Horse

"All About the Approach"

By Wendy Lind

September 2006

This is the way writing is supposed to be: terse, crisp, descriptive, engaging. The topic has to do with action and the language used conveys that. This is wonderful information presented clearly. Superb use of the source quotes and effective qualification of the source's expertise up front.

2nd

Equine Veterinary Management

"The Treatment Triangle"

By Jessica Jahiel, PhD

Spring 2006

This is clear, descriptive, logical writing as it was intended. It's clean, informative and even contains some humor along the way. Presenting the three scenarios is a strong foundation for the advice that follows. The author's expert qualifications are presented clearly at the outset as they should be.

3rd

Barrel Horse News

"Cadence: The Timing Element of Barrel Racing"

By Doreen Shumpert
October 2006

This is an outstanding article: wonderfully descriptive, clear, and terse. The writer aptly demonstrates how you can paint pictures and process with words, even if the process is unfamiliar to many readers.

Honorable Mention

Equine Veterinary Management

"The 'M' Word"

By Jessica Jahiel, PhD
Winter 2006

This writer is at the top of her game. Writing is terse, descriptive. The organization is logical and easy to follow. The tone is personal. The target audience is specific.

Performance Horse

"Connected To Cow"

By Ross Hecox
October 2006

The writing is clear and tight, the organization is exemplary. Strong blend of the source quotes and narrative.

Class 5

INSTRUCTIONAL SINGLE ARTICLE

(circulation over 25,000 – 15 entries)

1st

Horse & Rider

"Private Lesson with Charlie Cole: Ride That Stride"

By Alana Harrison
July 2006

In the hands of a different writer, this same approach could have been a mind-numbing ramble. With this author, though, it's an easy read. The writing and editing are positively tight; there's no fluff but color is added along the way. The organization is stellar, everything from how the expertise of the source is qualified up front, to describing the student, lesson plan and prerequisites before beginning the actual instruction.

2nd

John Lyons' Perfect Horse

"The Ups and Downs of Posting"

By Michelle Anderson
June 2006

Well-written, concise piece with colorfully appropriate language. Strong lead paragraph that paints a picture and defines posting up front.

3rd

The Horse: Your Guide to Equine Health Care

"Nine Steps to a Better Feed Room"

By Marcia King
May 2006

Dynamite article – tersely written, concise organization, strong use of multiple sources.

Class 6

INSTRUCTIONAL SERIES

(11 entries)

1st

Appaloosa Journal

"How to Achieve Collection"

By Lynn Palm with Cheryl Dudley
March, June, September and December 2006

This entry is easily one of the top contenders in the class. Not coincidentally, it's also one of the most well written. Excellent use of leads to define, describe and to invite the reader into learning. Excellent statement of the series objective up front. Strong use of summary at the end of each installment, accompanied by a clear, concise description of what readers can anticipate in the next installment.

2nd

Horse & Rider

"Charlie Cole: Trail Course Clinic"

By Charlie Cole with Alana Harrison
October through December 2006

This is what an instructional series should be – a specific promise up front about what you'll learn, then delivery on that promise with careful, logical organization and clear, terse writing. This series also serves as a worthy example of how to paint the pictures with words, never relying on graphics to do the job.

3rd

Dressage Today

"Special Series: Prepare For Training Level, Test 1"

By Lynn Palm with Patricia Lasko
February through June 2006

This is easily one of the top entries in the class. Wonderful use of examples in the second installment. Strong use of pull-outs.

Class 7 HORSE CARE

(circulation under 15,000 – 12 entries)

1st

Quarter Horse News

"What's What with West Nile Vaccines"

By Susan Morrison
April 1, 2006

This was a well-written, straight forward review of current WNV vaccines as well as new vaccines soon to hit the market. There were no gimmicks or tricks – just clear, concise writing that thoroughly covered all of the bases and provided good, solid and useful information to horse owners.

2nd

The Florida Horse

"Minimizing Disease on the Racetrack"

By Denise Steffanus
March 2006

This article began with an easy to understand analogy comparing a young horse on a racetrack to kids in elementary school when a bug is going around – it's something everyone can relate to. Quotes and personal opinions/experiences were included early on to help engage the reader in the story. Overall, a very nicely written and very useful article with good, practical information.

3rd

The American Quarter Horse Racing Journal

"Stop Yer Belly Aching"

By Andrea Caudill
June 2006

This article started out with a personal example that helped engage the reader and bring into focus the potential effects of ulcers in racehorses. Clear and concise explanation of what exactly an ulcer is.

Class 8 HORSE CARE

(circulation 15,000 and over – 37 entries)

1st

The American Quarter Horse Journal

"Back to the Future"

By Honi Roberts
September 2006

The writer brought Morrison's input into the article early on by establishing his credentials and using his quotes. Sharing specific cases where maggot therapy has been successful were the real selling points of this article. Writer did a fabulous job of explaining how and why the therapy works, how it's been used throughout history, and how it is being used in equine practices today.

2nd

The American Quarter Horse Journal

"Heart & Sole"

By Tonya Ratliff-Garrison
September 2006

Writer got the reader engaged from the very beginning with Spencer's story, drawing them in and making them want to learn about the rest of this horse's story. This is a great story – very well written with clear and concise explanations that keep the reader interested and engaged.

3rd

Paint Horse Journal

"Living in the Dark"

By Jessica Hein
October 2006

Such a great job painting a picture and setting a scene with the lead; the reader has to almost feel like they were right there. The writing was very crisp and clear, and writer did a great job explaining potential causes of blindness. The personal experiences of the sources were without a doubt the highlight of the piece and provided a great picture of what living with a blind horse could be like.

Honorable Mention

EQUUS

"Special Report: Healthy Teeth, Healthy Horse"

By various authors
November 2006

What a wonderfully comprehensive article on equine dental health. All of the information was presented in a clear, concise style that was easy to understand. The article provides an excellent framework to continue to build upon in laying a basic foundation of dental knowledge for the reader, but the highlight of the article was the personal examples included at the end of the article to illustrate how proper dental care – or lack thereof – could dramatically impact a horse's health and well bring.

Paint Horse Journal

"The Coggins Question"

By Irene Stamatelakys
February 2006

This was a great article outlining the importance of regular Coggins testing. The lead of the story did a great job identifying the common questions horse owners may have regarding Coggins testing. The quotes were integrated very early on and used frequently throughout the article. This was a very well thought out, strongly written article that thoroughly covered all aspects of the EIA issue.

Class 9 and 10

SERVICE TO THE READER

(circulation under 25,000 – 37 entries)

1st

Cutting Horse Chatter

"Find Your Focus"

By Stacy Pigott
January 2006

Outstanding piece with an excellent source. Well written and easy to read.

2nd

Performance Horse

"Game Theory"

By Katie Tims
September 2006

Good writing, enough examples to be clear and interesting. A lot of work went into the article and it showed.

3rd

Paint Horse Journal

"Taxes Don't Have to Be a Headache"

By Tracy Gantz
March 2006

A well-written story with solid sources and specific examples to match the audience well. An excellent read on a frequently dry subject.

Honorable Mention

Equine Veterinary Management

"Practice-Growth Opportunities: Can You Benefit?"

By Emily Esterson
Fall 2006

The approach is great and the descriptions are well-written and to the point. The sources are credible. This is an excellent service piece.

Performance Horse

"Planning, Promoting and Pulling in Top Broodmares"

By Tracy Gantz
December 2006

Well written, clear, and with good sources. The piece gives a good overview of marketing stallions.

Class 11

SERVICE TO THE READER

(circulation over 25,000 – 33 entries)

1st

Horse Illustrated

"Can An Abused Horse Be Saved?"

By Kara L. Stewart
May and June 2006

This two-part feature offers readers a lot of useful information. But what catches the eye is the use of examples – whether dramatized or from real-life, you don't have to know. The author paints several pictures that help the reader get in tune with the challenges involved. And there's hope in this story that with the right patience, program and time almost any horse can be rehabilitated.

2nd

EQUUS

"When the Going Gets Tough"

By Dan Aadland

May 2006

The writer establishes his expertise very early in this story by bringing in his own personal experience with Little Mack and the steep descent. That gives the reader confidence right away the information offered is helpful. The organization of the story allows the reader to pick and choose the situations in their own order – a valuable tool for a busy, "scanning" reader. This story offers the reader a high level of service.

3rd

Jennifer O. Bryant

"Competitor's Rescue Guide"

Published in *USDF Connection*

April 2006

The writer has provided readers with a wide range of scenarios and potential solutions. The overall theme which comes through is "you're not alone" and "stuff happens." It's a great piece that puts a lot of information into perspective for the reader. High level of service to the reader offered here and the source quotes make it an interesting and entertaining read.

Honorable Mention

The American Quarter Horse Journal

"No One Plans To Die"

By Honi Roberts

August 2006

The writer has taken a subject that's often avoided and provided some great examples. The writing goes beyond the "you should" and "learn about this" approach and engages the reader so they want to know more. This story encourages the reader to take action because it graphically shows what can happen if there's no preparation.

The Horse: Your Guide to Equine Health Care

"Anatomy and Physiology Series"

By Les Sellnow

January through December 2006

This is an amazing series, with a level of depth that could border on "information overload." However, the author has parsed the information in a way that over 12 months would provide interesting reading. The sourcing for this was well thought out, and there's plenty here for even the most knowledgeable horse owner.

Class 12

PERSONALITY PROFILE

(circulation 5,000 and under – 10 entries)

1st

California Thoroughbred

"Tiznow: In a League of His Own"

By Larry Bortstein

August 2006

Excellent lead and pacing of story. Use of one-line paragraphs are like smooth summations and transitions.

2nd

By Kara L. Stewart

"Doing Well By Doing Right"

Published in *Eclectic Horseman*

January/February 2006

This story sparkles with common-sense advice, presented as a conversation rather than a lecture, and applies both to horses and people.

Class 13

PERSONALITY PROFILE

(circulation 5,000 to 25,000 – 52 entries)

1st

Hoof Beats

"The Life of Brian"

By Nicole Kraft

October 2006

How a family carries on after the loss of its harness star son is a deft mix of painful personal details and highlights of his career. Outstanding work from start to finish and reader comes away with a good sense of Brian Pinske's personality and appreciation for his talent.

2nd

Paint Horse Journal

"Boo's Boy"

By Breanne Hill

February 2006

Touching without maudlin, this is a story about that inexplicable bond, how horses can help heal people, and vice versa. You can't help but fall in love with Boo and Rio and this gentle gem.

3rd

Quarter Horse News

"Sitting Tall in the Saddle"

By Mark Thompson

September 15, 2006

It's hard to not be drawn into this fascinating story about a dwarf teen roper. This is handled without sentimentality yet the writer asks all the right questions of Tuff and his family.

Honorable Mention

Appaloosa Journal

"Making Cornbread"

By Diane Rice

September 2006

Wonderful lead to a colorful profile on a dinner-show horse trainer and his current star. A nice sidebar on the stallion and his predecessors bolsters what is a very light story, but a delightful read.

Horse Connection

"Stal El Paradiso"

By Kip Mistral

August 2006

Lush writing with a rhythm that perfectly fits the profile of a woman passionate about elegant horses and riding. This is a very graceful piece that gives an insight into Ellen Schuthof's devotion to finding her perfect horsemanship experience.

Class 14

PERSONALITY PROFILE

(circulation over 25,000 – 20 entries)

1st

Horse & Rider

"Horses We Love: Cowboy"

By Jennifer Forsberg Meyer

April 2006

Wonderful lead and opening paragraphs. Puts reader in the action and introduces the people. Good use of subheads to shift gears. The writer shares the subjects' experiences in a way that readers can put themselves there too.

2nd

Western Horseman

"The Definition of a Cowgirl"

By Jennifer Denison

May 2006

This article just sings. From the opening section written in first person to the shift to narration, the writer pulls you through the text. Historical notes that have nothing to do with horses nevertheless add to the sense of time and place.

3rd

USDF Connection

"The Doctor Is On!"

By D. J. Carey

April 2006

Reading this well-written story of a busy, engaged +80 person almost makes you tired. The story is nicely paced with an exceptional ending that didn't weak out toward the conclusion.

Honorable Mention

EQUUS

"A One-Of-A-Kind Mustang"

By Lee Farren

February 2006

Great blurb/deck to introduce a very, very good story. It is well organized and has an ending that makes it worthwhile to read the whole piece.

The American Quarter Horse Journal

"Blue Collar Success"

By Andrea Caudill

December 2006

The writer had lots of good material to work with and did an admirable job. The excellent lead puts Clark's dedication into focus and also offers hope to the non-pros who read the magazine. The right subheads really added to the flow of the article.

Class 15

FEATURE ARTICLE

(circulation 5,000 and under – 14 entries)

1st

Steeplechase/Eventing Times

"The End"

By Joe Clancy

December 15, 2006

This is a very well-crafted article that imparts a lot of information and emotion in not a lot of space. Excellent use of imagery by the writer. He puts the reader in the middle of the action and emotion.

2nd

The Texas Thoroughbred

"Diamonds in the Rough"

By Denis Blake

November/December 2006

Excellent combination of headline and deck/blurb, followed by a very good lead. Lots of good practical advice/information about fencing, safety, donkeys and personal dynamics in a family business.

3rd

Flying Changes Magazine

"God Jumps"

By Lauren Davis Baker

June 2006

Extremely nice essay about the bond that is possible between horses and humans. The text flows well without being maudlin.

Class 16 **FEATURE ARTICLE**

(circulation 5,000 to 25,000 – 52 entries)

1st

The Blood-Horse

"Coming Home"

By Gary McMillen

November 18, 2006

This compelling, intricately written article on the New Orleans Fairgrounds racetrack one year after Katrina is an eye-opening read. The description of the rebirth of this racing ground is fast-paced and enveloping – the reader can feel the joy and apprehension of the trainers preparing to come home to their barns, paddocks and racing surface. The writer did an excellent job of humanizing the tragedy of Katrina, and helping the horse community understand what it takes to rebuild a racetrack. Strong quotes and vivid detail make this a memorable read.

2nd

Hoof Beats

"Saving Standardbreds"

By Evan Pattak

June 2006

An engaging, direct and fast-paced lead that brings the reader direct to the issue at hand. The writer skillfully crafts a feature that explains the issue of standardbreds sent to slaughter. Excellent reporting. Beautiful wordplay and nice pacing. A strong, substantive piece overall.

3rd

Thoroughbred Times

"Hold All Tickets"

By Frank Angst

May 20, 2006 and June 10, 2006

This writer skillfully builds a convincing argument, using descriptive language and colorful anecdotes to emphasize problems in today's wagering system. A fast-paced ride, this important series reads like fiction and gives the reader ample information regarding an inconsistent and an outdated system. Beautiful writing, excellent use of sources. This series is a thrill to read.

Honorable Mention

Performance Horse

"Staying Power"

By Robert Eubanks

November 2006

This writer builds a beautiful picture of life on the Tule Ranch and the Cogdell family's devotion to the land and their ranching heritage. An engaging lead and descriptive writing brings the reader right down to Tulia, Texas. The writer does a fantastic job of helping the reader feel why the Cogdell children desired to come back to the ranch. This piece is engaging and memorable.

Quarter Horse News

"Faith in Cutting"

By Jessica Robbins

August 15, 2006

The writer sets up the framework for this unique story with great finesse, emphasizing the special connection between horse, human and spirituality. It is a beautifully written story, with vivid details of the camp and overall experience. Strong quotes and compelling anecdotes. A wonderful read.

Class 17 **FEATURE ARTICLE**

(circulation over 25,000 – 42 entries)

1st

The Horse: Your Guide to Equine Health Care

"Healing Storm Scars"

By Stephanie L. Church

July 2006

What a marvelous job this writer did in covering this devastating story, showing hopeful moments and grave reality. The writer demonstrates skillful reporting and seasoned restraint in managing the emotional impact of the story, interviewing sources who relate first-hand tales of sorrow and survival. The story is well-researched, well-written and engaging from the beginning to the end. Everyone who owns a horse or who loves horses should read this article.

2nd

Equestrian Magazine

"Calling All Riders..."

By Lori Teresa Yearwood

November 2006

Oh, hooray for this publication for listening to a passionate, faithful reader and mining an excellent feature out of her request for more diversity in the publication's coverage. What a lovely piece this turned out to be: well-written, excellently sourced with a variety of interview subjects and just a darn good read.

3rd

Horse & Rider

"Hello Tomorrow!"

By Juli S. Thorson

November 2006

This writer illustrates a good use of a direct-address lead that zeroes in on readers' likely concerns, drawing them in to the article. This is a particularly smart article, written about something that other equine publications might be overlooking: big-picture economical trends. The writing is clean, well-organized and thoughtful.

Honorable Mention

Horse Illustrated

"Paroled Horse"

By Denise Parsons

April 2006

This is a great topic for a feature, and the writer starts out with a compelling, descriptive lead that successful draws the reader in, using poignant, on-the-mark, visual language. The writer demonstrates a skillful use of strong, active verbs and vivid observational details to create a visual scene for readers. And what a lovely conclusion to the story – the writer intuitively finishes Tom's story for us.

John Lyons' Perfect Horse

"Twenty Questions"

By Betsy Lynch

April 2006

This writer's style is fun and her quips make the piece an enjoyable read. The 20 questions were great; the writer did a great job zeroing in on the key pieces of information that will help an owner make a smooth transition with that new horse she just brought home. The tone and the writer's style make the piece engaging and easy to read.

Class 18

PERSONAL COLUMN

(circulation under 15,000 – 17 entries)

1st

Covertside

"Cantering Downhill at Cromwell's Run"

By R. Moses Thompson

September 2006

The writer makes wonderful use of metaphors and perfectly timed moments of humor. The piece is full of excellent, fresh description and zips along at a compelling narrative pace, paralleling the excitement and danger of the hunt itself. The piece is often laugh-out-loud funny and keeps the reader engaged. The writer pulls broader, introspective meaning into the column in its conclusion, and ends with a fitting quip that the audience will both recognize and embrace.

2nd

Fauquier Times-Democrat

"Young Hearts Offer Sympathetic Support"

By Betsy Parker

December 22, 2006

This wasn't the only column in this category that dealt with a subject wrought with raw emotion, but it did it best, cleverly using the children's drawings as a structural frame for the essay. The sentiment expressed here is genuine and powerful without being contrived or overly sappy. The writer shows perfect restraint – which is so very difficult with such a personal piece – and the result is a compelling, touching read that did, in the end, bring tears.

3rd

Covertside

"How I Came to Be a Foxhunter"

By Matthew Klein

March 2006

Stylistically, this writer is far above average, demonstrating a well-crafted, intuitive sense for good storytelling and narrative structure and a knack for turning a fresh phrase. He handles testicle-pounding humor and philosophical depth with equal skill and maturity, and weaves a story that's full of life and detail.

Honorable Mention

Performance Horse

"Futurity Syndrome"

By Ross Hecox

September 2006

From the get-go, this column taps into what readers are thinking about now – when the issue arrives at their doorsteps – which is one thing other columnists in this category missed. The regularly appearing column is prime real estate for doing exactly that: being current, and being universally relevant. Add to that a writer who shows nice restraint, originality and the ever-wonderful bonus of a well-timed sense of humor and what you have here is a compelling, compact invitation into the issue.

The American Quarter Horse Racing Journal

"Dashes Dream"

By Richard Chamberlain

August 2006

This writer is a consummate storyteller: He has an intuitive sense of pacing and he gives the reader insider's access to the people and details behind the story without coming off as a know-it-all or a name-dropper. And, since the writer acknowledged his personal bias and his brother's connection to the mare from the outset, the conclusion works perfectly. It's poignant and gives the column perfect closure.

Class 19 **PERSONAL COLUMN**

(circulation 15,000 and over – 35 entries)

1st

Practical Horseman

"An Ode to Difficult Horses"

By Heidi Furseth

October 2006

This writer's humorous, heartwarming account of her struggles with and respect for her difficult horse, Gidget, likely had readers nodding their heads in understanding. Tips on how to handle a challenging horse are accentuated by light commentaries. Truly a delight from beginning to end.

2nd

Horse & Rider

"This Horse Life: Save the Horses?"

By Sue M. Copeland

November 2006

A well-thought-out and well-written piece on a high-profile and sensitive subject. The writer certainly had done her research and presented facts to uphold her point of view. In addition, she illustrated the opponent's views fairly.

3rd

Thoroughbred Times

"Going Home"

By John P. Sparkman

April 22, 2006

An eloquently written account of this writer's love for racing and horses, and of his venture back home. Beautiful, poetic phrases throughout connect the reader to this author. As the editorial closes, readers are taken full circle, and the conclusion ties perfectly to the lead.

Honorable Mention

Horse & Rider

"The Riding Family: A Day in the Life"

By Jennifer Forsberg Meyer

August 2006

A humorous account of a day in the life of a horse mom. The details and descriptions are wonderful and really make the reader feel as if he's in the scene.

Western Horseman

"Gambling On Color and Loving It"

By A.J. Mangum

October 2006

A great story-teller at work. I thoroughly enjoyed reading this article, as I felt as if I were in the scene with the writer in the lead, and then across the desk from him as he told me of how times have changed. I was entertained, and I learned a thing or two, as well.

Class 20 **EDITORIAL**

(23 entries)

1st

Equine Veterinary Management

"Lifestyle Issues"

By John S. Mitchell, DVM

Winter 2006

A candid look at an equine practitioner's life. Unique perspective and very well-written. A lot of good advice here – not just for folks in the horse business.

2nd

Quarter Horse News

"No Other Buster"

By Katie Tims

November 1, 2006

Interesting column on cloning. Introduction of author's dog, Buster, provides a nice narrow focus before the article broadens to the big issue. Well-structured piece on a timely topic. Personalized approach to an abstract issue.

3rd

Thoroughbred Times

"In the Cross Hairs Once Again"

By Don Clippinger

November 18, 2006

Very informative column that addresses some real problems and offers some suggestions. Recommended reading for all horse owners in the business.

Honorable Mention

Practical Horseman

"Eventing...Ready For Prime Time?"

By Jim Wofford and Sandra Cooke

September 2006

Well-written and makes a lot of sense. Written by someone who knows.

The American Quarter Horse Racing Journal

"Stewardship"

By Andrea Caudill

February 2006

Really a nice column. The dog show lead works well. Stewardship an important issue.

Class 21 **EVENT COVERAGE** **EDITORIAL CONTENT**

(41 entries)

1st

Barrel Horse News

"Merry Christmas, Cowgirls"

By Julie Mankin

September 2006

A very well-written summary of events all around the country – and into Canada. Excellent human stories with good use of quotes.

2nd

Equestrian Magazine

"The World Came to Aachen"

By Brian Sosby

October 2006

A well-written story with a lot to write about. It's nicely put together, and it catches some of the drama of the event. Excellent quotations help carry the reader along, and the writing remains strong throughout.

3rd

Practical Horseman

"It's Equitation, by George!"

By Kip Goldreyer

June 2006

A good job of writing about a clinic given by a renowned horseman. Excellent quotes and some drama carry the reader along for a nice ride.

Honorable Mention

The American Quarter Horse Journal

"Reining in Relativity"

By Tonya Ratliff-Garrison

June 2006

Excellent story of riders and their horses. Catches the drama of the competition and atmosphere.

The American Quarter Horse Journal

"The Power of Cheer"

By Tonya Ratliff-Garrison

November 2006

An excellent, well-written story at the 2006 Equestrian Games and the challenges to the American and Canadian teams by reining teams from Italy, Germany and Switzerland. Also covers growth of reining at the event. Story has excellent quotes.

Class 22

ONLINE NEWS REPORTING ARTICLE

(8 entries)

1st

Bloodhorse.com

"The Fight to Save Barbaro"

By Dede Biles, Steve Haskin, Lenny Shulman, Ray Paulick, Ron Mitchell and Gordon Lester
May 20, 2006 through September 10, 2006

A wonderful series of articles that seamlessly ties together all the elements of a story that gripped the nation. The writers did a good job of explaining the science behind Barbaro's injury and following the twists of the story.

2nd

**The American Quarter Horse Racing
Journal On-line**

"Top New Mexico Sire Dash Ta Fame

Infected with EVA"

By Andrea Caudill

June 29, 2006

Context and great quotes makes this an easy read. Very well-written.

Class 23

ONLINE SERVICE TO THE READER ARTICLE

(3 entries)

1st

TheHorse.com

"More Than a Pain in the Neck"

By Tracy Norman, VMD

January 2006

An engaging lead really pulls readers in. Thorough reporting and good use of graphics and case studies.

Class 24

STUDENT EQUINE- RELATED JOURNALISM

(15 entries)

1st

Kandace York

"Today's Friesian: Fantastic & Affordable"

Published in *Equine Journal*

July 2006

Very well done. There is a lot of maturity in your writing. It is very conversational, which keeps readers hooked on the story. With multiple sources, it's clear you've done your homework.

2nd

Kandace York

**"Long & Low: A Valuable Tool or Recipe
For Disaster?"**

Published in *Equine Journal*

March 2006

Word choice flows well throughout the article. Visualization of "riding a rainbow" ties the introduction and conclusion together. Excellent use of quotes from two very reputable sources grounds the story.

3rd

Nicole Lanphear

"One Hoofbeat at a Time"

Published in *The Northwest Horse Source*

July 2006

Insightful introduction. Description of the horse and rider is very dramatic. The story is heart warming, and use of imagery helps achieve that.



Advertising Design

Class 25

PUBLICATION STAFF ADVERTISEMENT

(circulation 5,000 and under – 10 entries)

1st

The Whip

"Evolution"

Designer: Koren Herriman

September 2006

Great ad. Current and nice use of photography.

Grabs you right in.

2nd

California Thoroughbred

"Cayoake"

Designer: Charlene Favata

November 2006

Strong movement.

Class 26 and 27 PUBLICATION STAFF ADVERTISEMENT

(circulation over 5,000 – 37 entries)

1st

Paint Horse Journal

"December Stallion Issue"

Designer: Shaun Paul

October 2006

Great impact.

2nd

Arabian Horse World

"Bob Locke Performance Horses"

Designer: Melanie Davis

Photographer: Javan Schaller

June 2006

Strong and sophisticated look.

3rd

Voice of the Tennessee Walking Horse

"Because It's Not Just Any Ribbon"

Designer: Heidi Scott

August 2006

Simple, strong and empowering.

Honorable Mention

Appaloosa Journal

"Sponsor A Buckle"

Designer: Sean Murphy

August 2006

Close to perfection; Great use of color and photography.

Thoroughbred Times

"A Class Act"

Designer: Tami Zigo

Author: Holly Werner

March 18, 2006

Strong piece, great uses of space; Clean, clear and interest was not left out.

Class 28 CORPORATE/AFFILIATE ADVERTISEMENT

(10 entries)

1st

Farnam Companies, Inc.

"Renew an Old Friendship"

Designer: Jon Falls

Author: Jerry Filson

Photographer: Camerawerks

November 2006

Published in *Horse & Rider* and *Horse Illustrated*

This ad is spectacularly well constructed. The headline and imagery are strong and work well together.

The product is prominently displayed and the overall color palette is extremely appetizing.

2nd

Farnam Companies, Inc.

"Get Results Your Farrier Will Notice"

Designer: Bryan Davis

Author: Jerry Filson

Photographer: Camerawerks

November 2006

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

This ad is fantastic. It has a nice headline, strong visuals and an excellent color palette. This, in addition to the strong photography, make this piece very effective. It is well organized and has a nice flow.



Cover Page

Class 30 **MAGAZINE COVER PAGE**

(circulation 5,000 and under – 17 entries)

1st

Conquistador

"*LEA Conquistador"

Designer: Michael Touna

Photographer: Tony Stromberg

Winter 2006

Beautiful logo; strong, yet simple composition; good use of headlines.

2nd

Holistic Horse

"Precious Cargo"

Designer/Illustrator: David Richardson

Photographer: Karen Tappenden

Fall 2006

Beautiful photography; nice use of cover type and color.

3rd

The Florida Horse

"Slots Usher in New Era"

Designer: Nancy Hernandez

Photographer: Bill Denver

October 2006

Best of the five covers submitted because the logo is separated from image.

Honorable Mention

The Florida Horse

"Memorable Mile"

Designer: Elisa Jorgensen-Berry

Photographer: Reed Palmer

December 2006

Simple cover.

The Florida Horse

"Record Setter"

Designer: Renee St. Leger

Photographer: Joe D'Orio

March 2006

Good, sharp cover image.

Class 31 **MAGAZINE COVER PAGE**

(circulation 5,000 to 25,000 – 39 entries)

1st

The American Quarter Horse Racing Journal

"Spring Forward"

Designer: Diana McClung

Photographer: Jim Jennings

April 2006

Wonderful logo with the Q; excellent photo choice; a cover keeper.

2nd

Arabian Horse World

"November Cover"

Designer: Melanie Davis

Photographer: Scott Trees

November 2006

Gorgeous photo and detail; simple and elegant cover.

3rd

Mountain States Stallion Directory

"2006 Stallion Directory Cover"

Designers: Lindsay and Bill Serrell

Photographer: Michelle Warner

January 2006

Nice use of metallic to offset the photography; clean, yet striking.

Honorable Mention

Appaloosa Journal

"Top Pick"

Designer: Bonnie Hanna

Photographer: Darrell Dodds

August 2006

Nice nameplate logo and good photo composition.

Equestrian Retailer

"Tweens & Teens"

Photographer: John Brasseaux

May/June 2006

Nice job; love the cover photo.

Class 32
MAGAZINE COVER PAGE
(circulation over 25,000 – 18 entries)

1st

The American Quarter Horse Journal

"Cowboy Tintypes"

Designer: Justin Foster

Photographer: Robb Kendrick

June 2006

Stunning use of type and photography;
beautifully handled.

2nd

Dressage Today

"Turn Work Into Play"

Designer: Phillip Cooper

Photographer: Frédéric Chéhu

May 2006

Crisp photo laid in nicely to add depth and interest;
type kept simple to avoid being busy.

3rd

America's Horse

"Tule Ranch Bred"

Designer: Terry Stidger

Photographer: Jim Jennings

November/December 2006

Sharp photo with strong lines; elegant, coffee
table look.

Honorable Mention

Equestrian Magazine

"International Disciplines Issue"

Designer: Hammond Design

Illustrator: Jing Jing

June 2006

Nice to see illustration and no horses done well on
an equestrian publication.

Practical Horseman

"Special Breeding Issue"

Designer: Alyssa Tavernia

Photographer: Nathan Welton

January 2006

Very sharp image and nice use of type.

Class 33
TABLOID/NEWSPAPER
COVER PAGE

(20 entries)

1st

Barrel Horse News

"It's All Adams"

Designer: Ronni Haslett

June 2006

Outstanding photo captures Denise Adams' intensity, and perfect placement of the type that serves almost as a dual headline and photo caption bring the reader right to the heart of the action. There are a lot of elements – and that's dangerous. But they hold together wonderfully here.

2nd

Horsemen's Yankee Pedlar

"George Morris"

Designer: William Greenlaw

Photographer: Susan DiPietro

November 2006

The near mirror photos of the horses, the white in their manes, and the colors on the background fence are all enhanced by a touching design that really makes the most of relatively little color, and the overall effect is excellent.

3rd

California Horsetrader

"Color Breeds"

Designer: Daniel Lew

March 16, 2006

Unique lighting gives this centerpiece photo a special effect, and the color of the type plays into it perfectly. Careful use of color makes this cover hold together very well.

Honorable Mention

California Horsetrader

"On A High Note"

Designer/Photographer: Daniel Lew

May 18, 2006

The proud look on the rider's face and the horse's ribbon may seem like a fairly routine photo, but they exude such pride and happiness that the reader is drawn to both. The masthead especially jumps out in the white type on black background, and the contrasts throughout the cover make it effective.

Horsemen's Yankee Pedlar
"Solve the Distance Dilemma"

Designer: William Greenlaw
Photographer: Phelps Photography
July 2006

Classic photo and design lets the bright quality of the photo carry over to the rest of the cover as well. The placement of the type helps frame the photo, and that only helps the overall effect.



Editorial Design

Class 34 **EDITORIAL DESIGN**

(circulation 5,000 and under – 9 entries)

1st

Driving Digest

"The Gypsy and the Gadjo"

Designers: Michelle Ross and Sharon Doddroe
March/April 2006

This designer used very good photography, a display type face that works with the subject matter and an interesting flow of images to take us easily through the three spreads. From beginning to end this is a well designed and thought out entry.

2nd

The Carriage Journal

"The Coach at 59 Second Street"

Designer: Jennifer Singleton
October 2006

There is a clean must read feeling about this entry. The simplicity of layout fits the subject matter perfectly. The type treatment of the headline and captions is just enough to add to the interest and get you reading. All of the images are given the right amount of space.

Class 35

EDITORIAL DESIGN

(circulation 5,000 to 25,000 – 45 entries)

1st

Arabian Horse World

"*Marwan Al Shaqab"

Designer: Melanie Davis
Photographer: Stuart Vesty
May 2006

This designer carried a subtle elegance throughout the four spreads of this entry. The excellent photography is matched by the type choices, the use of

color throughout, and the background treatment. A well thought out piece from beginning to end.

2nd

The Blood-Horse

"2006 Year in Review"

Designers: Anne Kindl and Beth McCoy
Art Director: Beth McCoy
Creative Director: Suzanne Dorman
December 23, 2006

At first glance this entry seemed overwhelming but as you go through each page you realize the thought that went into keeping this different from page to page while not overpowering you with varying type and design treatments. There are elements that repeat which tie the pages together yet the images vary in size and shape and make it all flow into a very well designed entry.

3rd

Horsemen's Yankee Pedlar

"The Working Draft Horse"

Designer: William Greenlaw
November 2006

The designer did a great job organizing and displaying all of the information in this piece. The choice of color and where it is used guides you through the pages. Very well balanced layout.

Honorable Mention

Keeneland Magazine

"Garden Spot"

Designer: Suzanne Dorman
Photographer: Kirk Schlea
Fall 2006

This designer did a great job creating a layout that fits the subject. It has the elegant feeling that an upscale restaurant deserves. The opening spread is light and open. The type choice works well with the subject and the color choices work with the photography. The following pages do just enough to complete a nice package.

The Blood-Horse
"King of the Jungle"

Designer: Beth McCoy
Photographer: Wally Skalij
April 8, 2006

The designer has given us a layout with impact. The size and choice of type face of the reversed headline works well with the varying sizes and position of the photographs. The reversed type on the spread is easy to read. The use of the background color from the opening spread to the following pages helps carry you through the article.

Class 36
EDITORIAL DESIGN

(circulation over 25,000 – 25 entries)

1st

The American Quarter Horse Journal

"Timeless"

Designer: Diana McClung
June 2006

Classic design carried throughout the pages; truly timeless; very engaging and personal.

2nd

EQUUS

"Special Report: Healthy Teeth, Healthy Horse"

Designer/Illustrator: Celia Strain
November 2006

The layout was an impressive handling of illustration and type; a challenge well done.

3rd

John Lyons' Perfect Horse

"The Carrot or the Stick?"

Designer: Lisa Wrigley
October 2006

Terrific opening spread with nice image and concept.

Honorable Mention

The American Quarter Horse Journal

"Her Own Woman"

Designer: Terry Stidger
November 2006

Nice treatments throughout for layout and composition.

The American Quarter Horse Journal
"Through These Eyes"

Designer: Terry Stidger
September 2006

Nice treatments throughout for layout and composition.

Class 37
ONE PAGE OR
TWO-PAGE SPREAD
EDITORIAL DESIGN

(16 entries)

1st

The Florida Horse

"By A 'Mile'"

Designer: Elisa Jorgensen-Berry
Photographer: Reed Palmer
December 2006

If "a picture's worth a thousand words" then this designer knew not to stand in the way of that premise. The placement and treatment of the text in a subtly faded out patch is very non competitive to the fabulous photo that was chosen for this spread. The headline with its size, boldness and content brings together a striking theme all in one glance. It takes skill to know when "less is more" and that kind of design knowledge allowed the creator to present the readers with this very exciting layout.

2nd

Voice of the Tennessee Walking Horse

"Contemplating Colic"

Designer: Cory Garner
November 2006

There is a lot of information coming at the reader in this editorial. The designer handled all of it with class and clarity. The photo treatment in the background with the silhouette of the running horse superimposed over the landscape of free running horses created a very nice canvas backdrop for the text and graphics. The spacing, size and density of the copy are clean and readable and your eye is taken on a journey that was well planned by the designer.

3rd

The Whip

"Classical Trot Work Connects Training and Judging"

Designer: Koren Herriman
Illustrator: Sandy Rabinowitz
September 2006

Classy would be the word to describe this understated vision in black and white. The wispy, gentle treat-

ment of the type styles and graphic enhancements are directly in line with the weight of the technical illustrations they surround. It is a breath of fresh air in a world where so much is overdone. It entices the audience to read without fear of deciphering.

Honorable Mention

Quarter Horse News

"Back at the Ranch"

Designer: Tom Geiser

May 15, 2006

The way this piece was designed brings bold excitement throughout. The type choices and placement boast the premise of this very masculine theme. The treatment of the wonderful action photos causes continual flow all through the layout.

The Whip

"Let It Snow"

Designer: Koren Herriman

Photographer: Lisa Cenis

March 2006

This design is surely a "Winter Classic" in itself. It makes you feel the wonder of an old time winter event. The placements and fades used on the photos work well to not interrupt the visual flow. The treatment of the headline has a deep winter snow feel to it and the hints of red bring your eye across the page gracefully.

Class 38

EDITORIAL COVERAGE DESIGN

(21 entries)

1st

Barrel Horse News

"Summer Tour Triumph"

Designer: Ronni Haslett

December 2006

This editorial design brings all the excitement of the Pro Rodeo Finale to the reader at a glance. The subject of the main action photo cutting into the headline grabs the reader and puts them in the spirit of the event. The typographic treatment keeps the interest alive and the hairline grid subtly binds the layout together from page to page. This inspired design communicates the story behind it nicely.

2nd

Paint Horse Journal

"The Voice of a Breed"

Designer: Shaun Paul

November 2006

This editorial design truly portrays the celebration of the 40 year span of the *Paint Horse Journal*. Starting out with a classy headline introduction and magazine covers placed into a timeline, the reader gets the gist of the editorial content at a glance. Page to page the follow through with the placement of vintage photos, text and color never deviates from the theme of the story right down to the very last page which gives us a glimpse of the future of this publication. The design did everything it was meant to do in a solid, comprehensive visual.

3rd

Voice of the Tennessee Walking Horse

"Celebration: Celebrating the Tennessee

Walking Horse 2006"

Designer: Heidi Cott

October 2006

The word for this design is elegant. The dark and subtle fireworks display is the perfect backdrop for visually celebrating this event. The fashionable treatment of the headline and subsequent muted repetition of the main line throughout the layout is the tie that binds this design together. The array of colorful photos is enhanced by the thin white borders that surround them and highlights of the event are pronounced by contrasting bright graphic treatments. This design is a true complement to the story told.

Honorable Mention

Practical Horseman

"World Equestrian Games 2006"

Designer: Alyssa Tavernia

Photographers: Arnd Bronkhorst, Shawn Hamilton, Hilda Gurney, and Charles Mann

November 2006

This pictorial layout is very complementary to the editorial content. The designer has chosen type that is classically laidback with hints of color positioned throughout the design but has still allowed the photos to be dominant and tell the story of the event as they do so well.

Voice of the Tennessee Walking Horse
"Youngsters Showcased at Midwest Regional
Futurity"

Designer: Cory Garner
November 2006

This design is colorful and youthful, quite apropos for the story at hand. The techie backgrounds and cut away treatments of the photos, also young, give the reader the visual sense of exuberance. The layout certainly complements the editorial content.



Photography

Class 39
PUBLICATION STAFF
BLACK & WHITE
EDITORIAL
PHOTOGRAPH

(14 entries)

1st

The Chronicle of the Horse
"Steffen Peters and Floriano"

Photographer: Sara Lieser
September 8, 2006

Wonderful portrait of horse and rider. Timing of shot captures the flow and grace of the team. Focus and depth of field are very good. The tonal range from highlight to shadows is full. Image composition strong, excellent execution all aspects of this photograph.

2nd

The Chronicle of the Horse
"Eugenie Angot"

Photographer: Tricia Booker
September 22, 2006

Strong image of horse and rider. Exposure and focus handled well. Vertical composition flows well to subject's faces. Image captures the moment and the emotion. A well-executed photo.

3rd

Fauquier Times-Democrat
"Champions"

Photographer: Betsy Parker
July 19, 2006

Excellent image, warm and "flowing." Tonal range and exposure are good, detail held in the highlights. Focus on target, composition balanced with open water and primary subjects.

Class 40
PUBLICATION STAFF
COLOR EDITORIAL
PHOTOGRAPH

(31 entries)

1st

Paint Horse Journal
"Darkness"

Photographer: Jessica Hein
October 2006

Superior image, perfect execution of "less is more." Exposure is well handled with great detail in highlights. Color, composition, and focus all combine to put the viewer at the heart of this photograph. Message visually delivered, no copy needed.

2nd

Performance Horse
"Miss Plain Plain Cover"

Photographer: Ross Hecox
March 2006

Visually perfect, this action photograph leaps at viewer. Excellent focus and image crispness. The vibrant color plus flowing composition combine to make a well-balanced striking portrait of man and horse working as one. A definite portfolio piece.

3rd

The Texas Thoroughbred
"Showcase Showdown"

Photographer: Denis Blake
September/October 2006

Excellent image, unique color combinations and tight crop work very well in this photograph. Strong composition of horizontal horse's bodies and rider position creates abstract image where less is more. A creative and different solution to standard race imaging.

Honorable Mention

America's Horse

"Tule Canyon"

Photographer: Jim Jennings

November/December 2006

Crisp and strong photograph, focus on the moving subjects draws viewer in. Perspective and composition are handled well, lines of landscape complement shapes of horses and riders. The color balance is warm and inviting. This image is a recording of the American west.

California Riding Magazine

"October Issue Cover Shot"

Photographer: Cheryl Erpelding

October 2006

Perspective and cropping makes this a unique image. Color tone is muted, but you can feel the dirt in the air. Exposure holds detail in shadows and whites of the tail. Excellent alternative perspective in horse photography.

Class 41

OPEN COLOR EDITORIAL PHOTOGRAPH

(13 entries)

1st

The Blood-Horse

"Leapin' Leparoux"

Photographer: Matthew Goins

May 6, 2006

Marvelous photograph, timing, position, impact – it's all there. Composition is perfect, the strong horizontal lines in the background contrast to the action jumping from the image into the viewers face. Intense colors, perfect exposure and a strong depth of field are the finishing touches.

2nd

Thoroughbred Times

"Preakness Heartbreak"

Photographer: Stuart Haman/Photos by Z

May 27, 2006

Superior photograph, action and intensity, a vivid moment frozen in history. Focus is perfect, long lens throws background out of focus and draws viewer directly to the action. Exposure handled well, composition, color tones and cropping are all well balanced.

3rd

Horse Connection

"Reno and Thor – A Life in Focus"

Photographer: John Kelly

January 2006

Wonderful image, the lines and contours of the landscape are perfectly placed to draw viewer to main subject. Exposure is well-handled, nice detail in shadows and highlights especially in the sky. Excellent image composition. The overall tonal range is the last component that makes this photograph a true portrait and work of art.



Illustration

Class 42 **OPEN ILLUSTRATION**

(8 entries)

1st

Washington Thoroughbred **"Another Race"**

Illustrator: Nina Mikailenko
August 2006

Bold color and dynamic composition. Slashing brushstrokes intensify movement.

2nd

Practical Horseman **"A Pyramid Discovered!"**

Illustrator: Debbie Palen
December 2006

Very professional rendition. Humorous, yet well realized. Refined drawing.



Specialty Classes

Class 43 **EQUINE-RELATED SINGLE** **ISSUE SPECIALTY** **PUBLICATION**

(27 entries)

1st

The Florida Horse **"Farm & Service Directory 2006-2007"**

Editor: Michael Compton
Designers: Renee St. Leger and Elisa Jorgensen-Berry
June 2006

This publication is a tastefully designed, glossy mass of pertinent information for its readership. The design of content tabs into the format has made it very reader friendly. The editorial layout and advertising are elegant. The specific information sections are clean and simply stated making it very easy for readers to extract the information they would be seeking. In its class, it is truly a cut above the rest.

2nd

Blood-Horse Publications **"The Blood-Horse Audience Profile"**

Editor: Robert Bolson
Designer: Beth McCoy
Promotions Manager: Ashley Runyon
November 2006

The Blood Horse Audience Profile is a small, sleek publication. The three picture cover hologram of the stages of a horse's growth is priceless. The information inside is clear and to the point. The design with its dual green banners stretching across each page has great continuity. Overall the piece is classic.

3rd

The Texas Thoroughbred **"Texas Champions Issue"**

Editor: Denis Blake
Designer: Amie Rittler
February 2006

This publication is a classic compilation of champion data tastefully laid out with informational side and top banners for easy access to information. Everything from the cover photo to the advertisements is tastefully designed and in line with the subject of champion Thoroughbreds.

Honorable Mention

Arabian Horse World **"Michael Byatt Arabians"**

Editor: Denise Hearst
Designer: Melanie Davis
May 2006

This is an exquisitely designed promotional piece. The softly modeled background, the fine type selection, the understated graphic applications are all delicate complements to the subjects of this publication, "the Arabian horse." The photographs are beautiful and the designer has enhanced them admirably.

The Horse Report **"Global Health and The Sport Horse"**

Editor: Barbara Meierhenry
Designers: Gregory Ferraro and Barbara Meierhenry
Contributing Authors: Gregory Ferraro and Peter Timoney
April 2006

This informational publication was created with a

clean and understated design that complements its content amicably. To start, the illustration covered by the imprinted vellum overlay was a very classy touch. The treatment of top headline banners and classic choice of type in soft color make this a delightful read.

Class 44 EQUINE-RELATED BOOK (TEXT)

(21 entries)

1st

The Saratoga Special

"The Best of the Saratoga Special"

By Sean Clancy and Joe Clancy Jr.

Designer: Kevin Titter

Copyright 2006

Beautifully designed and laid out, this book would be welcomed by any horse lover, but especially Thoroughbred/track people. It employs a good strong reporting style (as befits a newspaper), with a great feel for the horses and the sport. Some passages are almost lyrical, and the photographs are breathtaking. The designer has showcased the chosen articles well.

2nd

Trafalgar Square Books

"All Horse Systems Go"

By Nancy S. Loving, DVM

Book Designer: Carrie Fradkin

Cover Designer: Heather Mansfield

Editor: Caroline Robbins

Copyright 2006

Very well-organized text. This book would be an asset to any horseperson's library. Easy to read, with good cross-references and lots of features like sidebars make this a versatile, useful guide.

3rd

Storey Publishing LLC

"The USDF Guide to Dressage"

By Jennifer O. Bryant

Copyright 2006

Although it is entitled "Guide to Dressage," there is a great deal of good basic horsemanship information in this practical book. It covers everything from the history of the sport to what to wear, to basics and explanations of various dressage schooling movements. The author's approach is friendly and engaging, the more so because she herself is no expert, but a dedicated student. This encyclopedic book is a valuable addition to a horseperson's collection of books to keep and refer to often, and it's a handsome book as well.

Honorable Mention

Primedia Equine Network

"Debbie McDonald Riding Through"

By Debbie McDonald with Nancy Jaffer

Editor: Nancy Jaffer

Designer: Lauryl Suire Eddlemon

Editorial Director: Cathy Laws

Copyright 2006

The book achieves an excellent balance of personal anecdotes and descriptions of what you are seeking when you work with your horse. Basics through passage are handled well, and the author doesn't overdo the dressage lingo. The style is engaging and personal, and her enthusiasm for the sport is apparent throughout. Checkboxes are helpful tools to gauge your progress and troubleshoot.

Trafalgar Square Books

"Photographing and Videoing Horses Explained"

By Charles Mann

Book Designer: Carrie Fradkin

Cover Designer: Heather Mansfield

Photographer: Charles Mann

Editor: Caroline Robbins

Copyright 2006

As you would expect, the color photos are excellent throughout. The author provides hands-on practical information, with photos of successful and not-so-successful attempts supplied for illustration. Not too technically oriented or too involved despite the subject matter. The author makes good suggestions about the kinds of equipment to purchase as well.

Class 45 **EQUINE-RELATED BOOK** **(PICTORIAL)**

(7 entries)

1st

Doug Prather

"Private Access – Behind the Gates of America's Premiere Horse Farms and Ranches"

Photographer: Doug Prather

Written by Rallie McAllister

Published by Red Sky Publishing, Inc.

Copyright 2006

A truly magnificent book with the presentation being the perfect venue for the subject matter. The farms and ranches shown here are all the best of the best, and the photography, layout, and overall quality match them. The fact that this is a limited edition, with only the best quality paper and binding, put it in a different class from the other books. This book looks like a labor of love and of art.

2nd

The Lyons Press

"Horse Breeds of the World"

By Nicole Jane Swinney

Photographer: Bob Langrish

Editor: Jessie Shiers

Copyright 2006

Any horse person is a sucker for a breed's book, and this one is beautiful. The photos of the various breeds are stunning, and the design – one or two pages devoted to each breed – highlights each one. The text presents some interesting historical facts as well, making this lovely book also a fascinating read.

Class 46 **EQUINE-RELATED** **CALENDAR**

(4 entries)

1st

Dressage Today

"2006 Riding Services – Training Solutions from Top Riders"

Editor: Patricia Lasko

Designer: Phillip Cooper

Illustrator: Sandy Rabinowitz

This is an extremely attractive and useful calendar. The watercolor work, for starters, is excellent. Each image is a perfect fit for what it illustrates. The fonts all match and work well together, and the design elements lend strength to the already strong imagery. Overall this is very clean and well thought out.

Class 47 **EQUINE-RELATED** **NEWSLETTER (PRINT)**

(5 entries)

1st

North American Peruvian Horse Association

"NAPHA News"

Editor/Designer: Carolyn Wills

Executive Director: Donna Bearer

March/April 2006 and July/August 2006

One of the best equine-related member-oriented newsletters I have seen. An interesting publication to read in-depth or to browse through. The most important thing you've achieved with this publication is you've made breeding Peruvian Horses and being a member of NAPHA seem fun.

2nd

The Horse Report

Editors: Gregory Ferraro and Barbara Meierhenry

Designer: Barbara Meierhenry

January 2006 and July 2006

Contributing Authors: Johanna Watson and Stephen White

Very nice publication. Smooth paper stock, high quality color photos and consistent layout make for very professional look. Each issue is dedicated solely to a specific topic, with a variety of in-depth "news you can use" articles to drive that topic home.

Class 48
EQUINE-RELATED
NEWSLETTER
(ELECTRONIC)

(8 entries)

1st

EquiSearch.com

"EquiSearch Horses Weekly"

Editor: Kate W. Lindon

October 23, 2006 and December 11, 2006

Editorial content well done for the wide range of the target audiences. The graphic presentation is simple yet colorful. Most importantly, the presentation of content was excellent. You can view the contents at a high level using the links at the top. The range of types of content from forums to blogs was great.

2nd

American Paint Horse Association

"American Paint Horse Association

E-Newsletter"

Editor/Designer: Laura Jesberg

May 2006 and August 2006

Excellent description of target audience. The newsletter content focus seems to target this audience well. The graphic presentation is extremely well done, simple but engaging. The "in this Issue" gives readers an overview of the newsletter content enabling the reader to select the material they are interested in viewing.

Class 49
EQUINE-RELATED
ELECTRONIC
PUBLICATION

(4 entries)

1st

Bloodhorse.com

Webmaster: Gordon Lester

Online Editor: Ron Mitchell

Web Designer: Jeff Flannery

An excellent site that focuses on target audience well, provides up to the hour information; well formatted and architectetechical well designed site.

Class 50
MERIAL HUMAN-ANIMAL
BOND AWARD

(21 entries)

Karen Briggs

"To Serve and Protect"

Published in *The Canadian Horse Journal*

May/June 2006



General Excellence

Class 51

TABLOID/NEWSPAPER

(12 entries)

Winner

Barrel Horse News

Nice covers. Contents are well-organized, easily read, with great photo treatment. Industry news pages have nice readable layout and good heads. Q+A for competitors is an excellent idea and execution. Layouts are very attractive and distinctive – you know what magazine you are in.

Honorable Mention

Steeplechase/Eventing Times

Outstanding job of not only keeping readers informed, but also providing some context and overview rather than just piecemeal. Nice profiles give insight into some of the players in the field. "Inside the NSA" serves to let readers get to know the organization.

Thoroughbred Times

Although cover action shots are typical, treatment (blurbs and art) is different from other publications. Contents are easily navigated. News coverage is good and Derby coverage very thorough. Nice profiles of people.

Class 52

ASSOCIATION OR SUBSIDIZED MAGAZINE

(circulation under 15,000 – 5 entries)

Winner

Hoof Beats

Exceptional cover clarity. Contents show dramatic photo use with some excellent writing. Spotlight: letting readers ask the questions is excellent idea. Excellent service to association.

Honorable Mention

Covertside

Writing in this magazine is top notch. Many stories "take you there." Few publications capture the experience so well. Regular breakfast feature is not only enjoyable but includes recipes. Story on youth was a nice touch. Profiles draw you in and really let you know the person. Layout for Centennial is very effective.

Class 53

ASSOCIATION OR SUBSIDIZED MAGAZINE

(circulation 15,000 and over – 11 entries)

Winner

Appaloosa Journal

Covers capture personality, engaging. Contents are clean, easy to navigate. Free press section is a nice touch and shows the association is on the job. Floating quotes are very appropriate. Trivia is engaging. Effective layout for winners presents the information without overwhelming the reader. Member service section well broken up.

Honorable Mention

Paint Horse Journal

Covers are excellent. Contents are clean, easy to read, with nice photos. Association sections serve the association. Useful stories, good mix; writing engaging and a cut above most.

The American Quarter Horse Journal

Eye-catching covers. Professional handling of an overwhelming size magazine. Excellent writing and layouts.

Class 54
STATE OR REGIONAL
PUBLICATION
(ANY FORMAT)
(9 entries)

Winner

The Florida Horse

This magazine epitomizes what a regional publication should be. It's all Florida all the time. Covers are crisp and effective. Contents are easily read, include an admirable variety of photos; subheads are effective. Clean layouts and sometimes dramatic use of photos complement the colorful writing.

Honorable Mention

The Northwest Horse Source

This magazine does a very nice job of delivering value to readers. It covers issues of interest in the region and links readers with products and services they can use. Covers are interesting, Contents are easy to follow. Nice use of sidebars with checklists and useful information. Lots of basic information appropriate for its audience.

Class 55
SELF-SUPPORTED
MAGAZINE
(circulation under 15,000 – 6 entries)

Winner

Performance Horse

This is an interesting magazine, driven by and for a specialized audience of the horse industry. The cover of *Performance Horse* is strong and neatly formatted. The contents show that the editors understand the magazine's editorial purpose and know who reads this magazine. Features like 40 questions are a good way to cement the relationship.

Honorable Mention

Equine Veterinary Management

This magazine goes to veterinarians about the business side of their veterinary practice and reflects its purpose consistently. It is quiet, thoughtful and well done. The content of this magazine doesn't scream; if anything, its design is formatted and content-driven. Good information is presented well.

Class 56
SELF-SUPPORTED
MAGAZINE

(circulation 15,000 and over – 13 entries)

Winner

EQUUS

EQUUS magazine offers an editorial mix that relates directly to current or enduring interests of its specific readership. From the start, the magazine is inviting with well-defined departments, which are informative and encourage reader involvement with quizzes and tips. The magazine's features are also well designed, with form following function. Both service pieces and issue stories contribute to this being a consistently solid magazine.

Honorable Mention

The Horse: Your Guide to Equine Health Care

The cover, with its formatted block of blurbs and cover story photo, signifies that this magazine is all about issue-driven content. Its editors are not trying to woo readers by flashy gimmicks, but rather with strong editorial that relates to their specific interest – the care and management of their horses. There is lots of “news to use” in this magazine and ancillary sidebars and graphs make it hands-on friendly without impediments in the writing that could intrude on the smooth flow of information and ideas.

Western Horseman

Anything to do with western horsemanship and that way of life is the obvious focus of this magazine. The cover establishes that brand with a cowboy on a horse and is supported by a contents page that reinforces the magazine's mission. Relevant photos are used liberally to inform, educate and entertain. The double truck photo spread opener is a special visual treat that is a wonderful change of pace from the many service pieces the magazine offers. The typography for departments is well used, with an established hierarchy that lends consistency to the magazine.

NOTE: All honorable mentions are listed alphabetically. Class 29 was cancelled and several classes were combined.



Overall Publication

EQUUS

EQUUS serves the equine lover's needs in a wide variety of ways, and it does so in the "concise and easy-to-read" style enunciated in its mission statement. If one word were used to describe this magazine it would be "engaging." Its cover lines grab at the reader, and the articles are so useful and presented so well that readers have no escape. A strong letters-to-the-editor section speaks highly of reader engagement. Bright titles, excellent photos and illustrations

accompanied by informational captions, clear subheads or entry points, wonderful sidebars – they're all there and well-done. Articles are well-structured and easy to follow, often because they have numbered steps in them. This is useful information that is meant to be used, and it's bound to keep readers coming back for more. The horse-lover, beginner or experienced, must find this magazine difficult to put down. There's something for everyone.



2007 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 nine-year-old twins and a five-year-old. Visit kathleenbarczak-design.com 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.

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. 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.

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 21

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.

Tom Curl

Tom is a 1970 graduate of Texas A&M University in Agricultural Journalism. His professional experience includes 14 years in various editorial positions for *Progressive Farmer* magazine, managing editor of *Southern Living* magazine, and editor-in-chief of the magazine division of the parent company, Southern Progress Corporation. More recently, he was editor of *Country* magazine, founding editor of *Birds & Blooms* magazine, and President & CEO of Reiman Publications, which at that time published a dozen magazines with a combined circulation of 16 million. He now does limited consulting work, including service on the board of directors at Dynamic Resource Group, a privately owned publisher in Berne, Indiana.

Jill J. Dunkel

Jill has 13 years experience as a freelance journalist, specializing in agriculture. Her work is routinely published in a variety of equine and livestock magazines, including *Performance Horse*, *The American Quarter Horse Journal*, *Quarter Horse News*, *The Cutting Horse Chatter*, plus many others. Her business, Dunkel Designs, incorporates writing, marketing, photography and web design. She lives and works from her family's cattle ranch near Wichita Falls, Texas. She enjoys riding, showing and raising horses with her husband and three children.

Deb Dunsford

Deb has more than 20 years experience in public relations, media writing and account service. Some of her clients have included Monsanto, BASF Ag Chem., Asgrow Seed, Sea Ray Boats, Azimut Yachts, Armstrong Energy Service, Union Planters Bank, and DirectAg.com. She has worked for an international top-10 public relations firm and a regional top-20 advertising agency. Deb has written for publications ranging from *Modern Bride* magazine to the Raleigh, North Carolina, "News and Observer." Her training duties have included media and presentation training for clients, crisis management for Kansas State University's Cooperative Extension Service and more than 10 years as a

university instructor teaching media writing, technical writing, oral communication, study skills, and English composition. She is currently the National ACT advisor for (ACT) Ag Communicators of Tomorrow. Her undergraduate degree is in Agricultural Journalism from Kansas State and her Master's and Ph.D. are in English from Texas A&M. In her free time she enjoys golf and flyfishing.

Marie Garafano

Marie is an artist currently living in Havertown, PA. She received a BFA from The Philadelphia College of Art, now the University of the Arts, where she is currently a faculty member. In addition to watercolor classes at The University of the Arts, she also teaches a children's book class at Hussian School of Art. Prior to her teaching positions, she enjoyed a successful career as an illustrator, and completed several books for well known publishers, including *Ginger Goes on a Diet*, a story about a foster child and her cat, for Houghton Mifflin Company. Marie has participated in many juried shows in the Northeast. She has won several awards including The Edith Emerson Prize for portrait at The 62nd Annual Juried Show at Woodmere Art Museum. She also has won The Hugh and Marion Scott Prize at Woodmere. Her work is held in many private collections. She is a member of The Art League of Delaware County and The Philadelphia Water Color Society, where she served as a board member.

Jane Houin

For the past six 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 and companies. She enjoys riding horses with her four-year old daughter and two-year old son.

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

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 production coordinator for the National Swine Registry's *Seedstock EDGE* magazine 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 the environmental reporter for the *Arkansas Democrat-Gazette*. She lives near Little Rock with her photographer husband and two very photogenic dogs. Before settling in the south, she worked for newspapers in Maryland and California.

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 journalism at Ohio State University for a decade, and for three years he published a monthly newspaper on 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.

Richard Rabil

Dick has 30 years in the design field. He has a BA in Art from UNC-Chapel Hill and a BFA in Communication Arts and Design from Virginia Commonwealth University. For five years, he was art director at the Council for Advancement and Support of Education, a leading higher education association that focused on marketing and admissions at colleges and universities. In 1982, he established Rabil & Associates Design, whose work won awards from the Art Directors Club of Metropolitan Washington (ADCMW), *Print Magazine*, and Printing Industry of Maryland. For eight years his firm designed *HorsePlay* magazine. In 1997, he formed R+B Design Firm which has won over 80 awards. In 2006, R+B's name was changed to SLICE to reflect new directions in branding the firm is pursuing. Dick is a member of the Board of Trade of Washington, DC, on the Board of the American Marketing Association, a member of the International Association of Business Communicators, and a lifetime member of the Art Directors Club of Metropolitan Washington.

Don Ranly, Ph.D.

Don is professor emeritus of the Missouri School of Journalism where he taught for 32 years and was head of the magazine program for 28 years. He also taught undergraduate courses in the Principles of American Journalism and graduate courses in the Philosophy of Journalism. He is a veteran presenter of more than 1,000 writing, editing and publishing seminars to corporations, associations, and individual magazines and newspapers. Author of books and articles on the subject, Don is internationally sought as a communications expert.

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 is a 1977 graduate of Rutgers University.

Mary Ruff

Mary has over 20 years' experience in book editing and publishing; for much of that time she was the veterinary editor for a large medical publisher in Philadelphia. A self-proclaimed bibliophile (especially if the subject matter is horses), her own equine library is constantly growing. She began riding as an adult, taking group lessons with a bunch of little "barn rats" at a hunter barn. Wanting to learn more than "more weight in your heel," she sought out a local rider and trainer, and with his help broke and trained her own first horse, an Anglo-Trakehner, and is now retraining a Standardbred, teaching him it's OK to canter. Currently she and her husband own and operate a small horse farm near Reading, PA, where she also works as a freelance writer and editor and gives riding lessons, with particular focus on beginners.

Linda H. Smith

Raised in Bucks County, Pennsylvania, Linda 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 her its Oscar In Agriculture three times. In 2006, she won AAEA's top award for management and marketing features and in 2007, was honored by the National Association of Agricultural Journalists as one writer of a series on transportation issues. As Managing Editor of *Top Producer*, a business magazine for large commercial farms, Linda helps plan content of each issue, makes writing and photographic assignments and sees that the magazine stays on its publishing schedule. She also has edited more than 200 books on a wide variety of topics and writes and edits for a number of non-agricultural publishers on a freelance basis. In 2000-2001, she 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, she has been a screener or judge for American Business Media and the American Society of Magazine Editors.

Patricia Smith

Pat is managing editor of *Global Journalist* magazine, which is published at the Missouri School of Journalism, where she teaches a magazine staff course. Pat has more than 30 years of journalism experience and has worked on newspapers and magazines as an editor, reporter, writer, and art director.

She has designed numerous magazines and has served as a consultant for specialized communication projects that include publication design, writing, editing, and planning for profit and non-profit organizations. An experienced horsewoman, Pat lives on a farm in Boone County, Missouri, and serves on the county's Planning and Zoning Commission.

Thomas Snoreck

Mr. Snoreck is the Creative Director and Principal of Ripe Studios, www.ripe.com, a full service design studio based in Washington DC. "Tomás" as his friends know him, has over 24 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.

Joan Tantillo

Joni, a natural born artist, has been a graphic designer for 36 years. She started out in New York City as public relations artist at Western Electric's corporate headquarters and was a student of the School of Visual Arts. She moved to the Boston area in 1973 and worked as a designer and production artist for various companies. For over a decade she was the Art Director of the *Eastern/Western Quarter Horse Journal*, *Hometown Magazine* and EJ Graphics. Joni did a stint as a freelance artist and eventually set down roots with her own design company, D & J Associates. "Designing is in my blood. I never see anything for what it is but what it could be...if I don't lay down a good design for a few days I start having visually charged dreams...like a volcano ready to erupt."

Willie Vogt

A 27-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, he 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 several industries. He started writing for Farm Progress in 1991 as a freelance writer, and joined the company in December 1996 where he started as 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.

Susan Weiss

Susan is President of Net Tango, a web-based software development company, founded in 1996 in Louisville, Kentucky. Net Tango specializes in developing complex internet solutions, including web software development, e-business applications, interactive websites and intranets. Net Tango, Inc. has been recognized for innovative technology solutions earning The Landmark of Excellence Award from the Public Relations Society of America and the Public Affairs Council Grassroots Innovation Award. Prior to founding Net Tango, Susan spent 12 years in various management, system development and marketing positions in Washington D.C. and Chicago. Susan earned a bachelors degree in Business and Economics from The American University and an MBA from the University of Louisville. Susan currently serves on The Kentucky Science and Technology Corporation Board and Executive Committee, The University of Louisville's Entrepreneurship Council and The Center for Information Technology Enterprises Board. Susan has also served on a number of other boards and has received the Women Business Owner of the Year Award by the National Association of Women Business Owners and the Distinguished Alumni Service Award from the University of Louisville.

Dave Wohlfarth

Dave is a mass communications instructor at West Texas A&M University where he teaches print media classes. He's in his 16th year of teaching. For 12 years at the school, he also served as the adviser for WTAMU's award-winning newspaper, *The Prairie*. He has served as a judge for many publications and contests, including the Associated Collegiate Press Association. Before becoming a teacher, Wohlfarth spent 27 years in daily newspapers, including stops in Dayton, Ohio, (as a sports

writer, copy editor and news editor) and Lincoln, Nebraska. (executive sports editor). Dave earned a B.A. in journalism from the University of Nebraska in 1964 and a master's in mass communications from Texas Tech University in 1992. He is an avid tennis player; his wife an avid horse person who competes in cutting. His daughter, Jenny, is a former *American Quarter Horse Journal* copy editor and columnist.

Jenny Wohlfarth

Jenny is a magazine journalism professor at the University of Cincinnati and a contributing editor and travel columnist for *Cincinnati Magazine*. Her articles have appeared in numerous national consumer and trade magazines, reporting on topics ranging from travel and business to animal interests and art. She began her career working for *The (American) Quarter Horse Journal* and later served as a managing editor at *HOW*, a bimonthly trade magazine for graphic designers, and as executive editor at *I.D. (International Design) Magazine*. She has served as a juror for several other national journalism competitions, and is judging the AHP awards for the fifth time.



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