

**Break from the Gate in 2008**  
**AHP SARATOGA** 

editorial  
**content**

*ad design*

*illustration*

*photography*

*specialty classes*

general  
**excellence**

**2008 ANNUAL AWARDS PROGRAM**

*for material published in 2007*

**AWARDS BANQUET AND PRESENTATIONS**  
**JUNE 21, 2008 - SARATOGA SPRINGS, NEW YORK**





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# Editorial Content

## *Class 1*

### **NEWS REPORTING: NEWS BREAKING STORY**

(12 entries)

#### *1st*

##### **Quarter Horse News**

##### **"It's A First!"**

By Rebecca Overton

February 15, 2007

This lead was almost perfect. The "life from death" angle can't be beat. How to take a potentially dull scientific story and make it sing? Write like this and pepper it with wonderful quotes.

#### *2nd*

##### **California Horsetrader**

##### **"Thousands of Horses Evacuate from Southern California Fires"**

By Daniel Lew

November 1, 2007

With several entries on the California fires in this class, a story on the topic had to stand out. This one did with a comprehensive look at the evacuation efforts.

#### *3rd*

##### **Quarter Horse News**

##### **"Zaragoza Stables Owner, Son Drown"**

By Mark Thompson

September 15, 2007

At once sensitive and clear-eyed, this story combines hard news and facts with personal information in nice balance.

## *Class 2*

### **NEWS REPORTING: RELATED FEATURE STORY**

(28 entries)

#### *1st*

##### **Sidelines Equestrian Magazine**

##### **"Justice for John Elwin"**

By Lauren Giannini

April 2007

Most likely the story of a lifetime for a writer, and she did not put a foot wrong. Well-researched, and not overwritten – which is a trap a lesser writer might have fallen into. No one could start reading the story and stop before reaching the finish line.

#### *2nd*

##### **Quarter Horse News**

##### **"Unwanted Horses – Taking on the Issue"**

By Rebecca Overton

May 1, 2007 and May 15, 2007

Not an especially savory topic for a lot of readers, this writer does a good job of turning a Q&A into a fair look at the other side of the horse slaughter issue. The format works due to the writer's intelligent queries. Part II gives the anti-slaughter forces a chance to respond. This is a solid package of work.

#### *3rd*

##### **Dressage Today**

##### **"Outbreak!"**

By Kitson Jazyanka

Sidebar by Barb Crabbe, DVM

July 2007

Smart choice of a lead – contrasting the usual bustle of the area with the ghost town it became after the disease outbreak. Very good idea to follow the trail into the impact it had on related businesses. Logically organized, good use of sidebars, a very professional job in every respect.

## **Honorable Mention**

### **Hoof Beats**

#### **"Analyzing Anabolics"**

By Evan Battak

January 2007

I liked the use of the contrasting angles on steroid use as a lead-in. Lots of sources sought out and the story is arranged logically and flows from one paragraph to the next.

### **Thoroughbred Times**

#### **"Remembering Barbaro"**

By Mike Curry, Frank Angst, Michael Burns, Steve Bailey, Jeff Lowe, Mary Simon, Denise Steffanus, Dick Jerardi

February 10, 2007

Exhaustive team coverage on the extraordinary, but ultimately futile attempts, to save the life of Barbaro. Every sidebar was pertinent and the main story and all of the sidebars were well-written. Despite all of the stories, there was very little overlap, which meant there was always a fresh angle to read.

## **Class 3**

### **INSTRUCTIONAL SINGLE ARTICLE**

*(circulation under 10,000 – 19 entries)*

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#### **1st**

### **NRHA Reiner**

#### **"Reining Tango: Speed Transitions"**

By Kate Riordan

November 2007

Great profile with lots of information that has not been overdone or rehashed.

#### **2nd**

### **The Whip**

#### **"Starting the Driving Horse"**

By Ann L. Pringle

September 2007

Great information and article flow. Detail presented well without overwhelming the reader. Very readable.

#### **3rd**

### **Quarter Horse Track**

#### **"Get Those Mares Ready to Breed"**

By Stacy Pigott

December 2007

Good sidebar and practical information, nice use of problem solving techniques for breeding. Well written.

## **Honorable Mention**

### **American Farriers Journal**

#### **"Heel Concussion Can Pound a Hoof"**

By Ron Perszewski

December 2007

Good specifics, well written and informative.

### **Today's Pro Farrier**

#### **"Egg Bar Shoe"**

By Matt Gillis, CJF

August/September 2007

Great examples of practical use and gave clear instructions.

## **Class 4**

### **INSTRUCTIONAL SINGLE ARTICLE**

*(circulation 10,000 to 20,000 – 17 entries)*

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#### **1st**

### **Cutting Horse Chatter**

#### **"Sitting Pretty"**

By Al Dunning with April Fingerlos

July 2007

Excellent information, clear, concise, useful. Nice, simple treatment of in-depth material. Very well written.

#### **2nd**

### **Paint Horse Journal**

#### **"Claim to Fame"**

By Tracy Gantz

September 2007

Logical thought progression, informative and easy to understand, thorough.

#### **3rd**

### **Performance Horse**

#### **"Ranch Style"**

By Susan Morrison

June 2007

Clear explanations, entertaining and informative. Good tips for those competing in ranch classes.

## ***Honorable Mention***

### ***Eventing USA***

#### **“Sixteen Ways to Boost Your Dressage Score”**

By Emily K. Daily

July/August 2007

Information is presented well. Article has good flow and is easy to understand.

### ***Thoroughbred Times***

#### **“Blackout!”**

By Cynthia McFarland

January 13, 2007

Good use of sidebars and great detail on information that does not overwhelm the reader.

## ***Class 5***

### **INSTRUCTIONAL SINGLE ARTICLE**

*(circulation over 20,000 – 27 entries)*

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## ***1st***

### ***America’s Horse***

#### **“This’ll Only Hurt a Little”**

By Holly Clanahan

March 2007

This article was a welcome and refreshing change from so many instructional articles that eventually became little more than glorified checklists. Although you did a great job of breaking it down, step by step, in an easy-to-understand and well-organized manner, you continued to “write” as opposed to “list” throughout the entire article. You also did a great job of incorporating quotes throughout and making the article very readable. A really nice, well-written article on a very useful topic.

## ***2nd***

### ***The American Quarter Horse Journal***

#### **“Stallion in Training”**

By Tonya Ratliff-Garrison

December 2007

Nicely done story. You did a good job of setting up the importance of the topic with your lead and carrying through to the credibility of your source. You did a great job of weaving the quotes seamlessly throughout the story and

providing good explanation not only to what was suggested, but the reasoning behind the suggestions as well.

## ***3rd***

### ***John Lyons Perfect Horse***

#### **“Down to Earth Advice for Rearing”**

By John Lyons and Maureen Gallatin

August 2007

I really liked the lead and the acknowledgement that rearing is scary for the horse, too. I loved the easy, conversational tone of the article – as if you were talking this over face to face with a respected friend/trainer. It was broken down clearly into easy to understand components. You used transitions well to guide the reader through the article in an easy-flowing, easy to understand fashion. I really enjoyed reading this one.

## ***Honorable Mention***

### ***Western Horseman***

#### **“About Face”**

By Brian Neubert with

Fran Devereux Smith

July 2007

Your lead did a nice job of capturing the reader’s attention – making a friend of your horse is something I think most riders strive for, and that change in attitude is so vital. I also liked the conversational, down-to-earth feel to the writing. A very nice article that made me feel like I just had a great, educational conversation with a skilled equestrian.

### ***Western Horseman***

#### **“Into the Great Wild Open”**

By Ross Hecox

November 2007

I really enjoyed this article; it was very well-written and conversational in tone, which helped draw the reader in and make them feel involved and interested. I liked that you “wrote” instead of falling into the list-making trap so many instructional articles fall into. You did a nice job of balancing quotes and explaining what was meant and how to implement the techniques explained in the article.

**Class 6**  
**INSTRUCTIONAL SERIES**

(10 entries)

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**1st**

**Horse & Rider**

**"Stacy Westfall's Smart Start"**

By Stacy Westfall with Sue M. Copeland  
January through November 2007

I liked the way you set up a nice preview of what was to come and established your credentials early on. I really like how you give explanations of popular terms so that a novice understands what it is and what to look for. I also appreciated that you don't expect that everyone have all the equipment you suggest and that you gave ideas on how they can modify what they have to use for the exercises. Wonderfully clear and concise explanations that were easy to understand and broken down into simple and logical steps for the reader to follow. Really an exceptional series.

**2nd**

**The American Quarter Horse Journal**

**"Training and Tips"**

By Richard Shrake with Larri Jo Starkey  
March, April and May 2007

I liked how you provided a nice visual to start your series, but that you also used a nice preview of what the series would encompass. I like the vivid writing style that really paints a picture as well as the clear definitions and explanations. The writing is clear and concise – and also both conversational and grammatically correct. The style, tone and feeling were consistent throughout all three articles, which was also a big plus.

**Class 7**

**HORSE CARE**

(circulation under 20,000 – 30 entries)

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**1st**

**The Whip**

**"Shoeing the Competitive Driving Horse"**

By Ann L. Pringle  
June 2007

Right from the great subtitle, this article had what it took to captivate the reader. The opening was strong enough to make me feel like I was actually holding the reins. Lots of meat in this article, right down to the photo captions. So often the photos support the writing. Here the captions really enhanced the photos. The very effective closing paragraph said it all and was also effectively used as a great pull quote.

**2nd**

**Rocky Mountain Rider Magazine**

**"Better Pastures Start with a Drylot"**

By Jennifer Mohler  
August 2007

The engaging opening pulled me right into this well organized commentary on an often neglected aspect of horse management. The subheadings were well done and effectively highlighted the well organized content. The strong use of pull quotes helped emphasize that there is a lot of concise, concrete, and useful information in this article.

**3rd**

**The American Quarter Horse Racing Journal**

**"If the Shoe Fits..."**

By Holly Clanahan  
May 2007

A relevant analogy in the opening sets the stage for this well organized, easy to follow article. Great job on a very practical sidebar with its concrete, hands-on information.

**Honorable Mention**

**Paint Horse Journal**

**"Dare to Be Bare"**

By Jessica Hein  
February 2007

Very imaginative title. Pertinent use of practical examples. A well balanced presentation of several "schools" of barefoot trimming. Nice resource sidebar.

## **Performance Horse** **"Walking the Line"**

By Andra Brichacek

December 2007

Intriguing title. Real life experience creates an interesting opening. Sub headings grab attention. Pertinent quotes and concise, well organized writing give great coverage of this no-nonsense subject.

### **Class 8 and 9** **HORSE CARE**

*(circulation 20,000 and over – 23 entries)*

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#### **1st**

### **USDF Connection**

#### **"New Findings in Hoof Care"**

By Sally Silverman

May 2007

This piece tied together so many of the elements of a good article – attention grabbing, but to the point title; catchy subheadings; appropriate and useful cross-section of expert's quotes; and nice, clear descriptions of individual nutrients functions. Very concise writing with an engaging style that holds the reader's attention.

#### **2nd**

### **Barrel Horse News**

#### **"Science of Speed"**

By Bridget Cook

October 2007

The well structured opening, with its excellent use of very credible sources, alerts the reader that they will definitely want to read on. Excellent use of succinct subheadings. Each key factor is nicely backed up with details or examples. As a dressage rider, I wasn't expecting to find the topic particularly interesting, but came away very pleasantly surprised. A well done, interesting read.

#### **3rd**

### **Horse Illustrated**

#### **"Great Clips"**

By Annie Eldridge

November 2007

Great Tips for Great Clips! I like how the opening sidebar pulls you right in with very practical tips. Succinct subheadings keep the article clearly organized. Clarity of the writing and simple step by step organization make this a how-to article that would convince any horse owner they can master this essential horse care task.

### **Honorable Mention**

### **Horse & Rider**

#### **"Genes Gone Wrong"**

By Barb Crabbe, DVM

May 2007

The title and subtitle got right to the point on what this article would discuss. The opening paragraph added some drama to draw the reader in. The excellent systematic organization of the information coupled with clear explanations make these potentially confusing conditions easy for everyone – novice to experienced horseman – to understand.

### **John Lyons Perfect Horse**

#### **"Setting a Spirit Free"**

By Michelle Anderson

July 2007

The use of personal examples was a very effective way to present the necessary and practical side of this very difficult topic.

### **Class 10**

### **SERVICE TO THE READER**

*(circulation under 10,000 – 6 entries)*

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#### **1st**

### **CEH Horse Report**

#### **"Awakening the Dormant Dragon"**

By Gregory Ferraro, John Madigan and Barbara Meierhenry

April 2007

This package provides everything you could want to know about EHV-1. The enormous amount of material is broken up both into user-friendly sidebars and via boldfaces so it is not overwhelming. This would be a "keeper."

## 2nd

### **NRHA Reiner "Web Sites"**

By Lee Raine  
November 2007

An outstanding introductory article about Web sites with plenty of useful advice. Some puns lighten it up. Eight common mistakes is a great addition. I like how the final paragraph ties back to the beginning and concludes the article.

## Class 11

### **SERVICE TO THE READER**

(circulation 10,000 to 20,000 – 22 entries)

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## 1st

### **Paint Horse Journal "Are You Prepared?"**

By Chandra L. Orr  
August 2007

This article provided outstanding material that went beyond the obvious. The information was clearly presented and a reader would be able to take immediate action based on what they read.

## 2nd

### **Paint Horse Journal "The Price is Right"**

By Irene Stamatelakys  
February 2007

A good read; I like the step-by-step approach and bullets within sections. Real-life example brings it home. Expert Q&A is a nice touch.

## 3rd

### **Appaloosa Journal "Spotted in the Gate"**

By Tafra Donberger  
October 2007

Writing in this article was a cut above. I especially liked the use of the sidebar with jargon for beginners.

## Honorable Mention

### **Paint Horse Journal "Global Trade"**

By Irene Stamatelakys  
May 2007

Great start – personal example transitions into "the many" affected. I like the sidebar and resource list. Story has a nice conclusion.

### **Quarter Horse News "The Modern Way to Defame"**

By Breanne Hill  
December 1, 2007

A "surprise" topic outside the box. Nice turn of phrase: "tore through the horse industry like a bullet fired from a Colt .45." Clear explanations and specific examples.

## Class 12

### **SERVICE TO THE READER**

(circulation over 20,000 – 33 entries)

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## 1st

### **EQUUS "Helping the Hard-Luck Horse"**

By Jennifer Williams, PhD  
March 2007

This article benefits from a lovely, well-crafted lead that draws the reader in with a compelling direct-address scenario, topped off with a first-person connection that is expertly rendered. The reader can know she's in good hands from the outset. The article deals with an important, compelling and timely subject, and stretches beyond the typical fare of service pieces to teach the readers about something new, perhaps something that may change the way they look at horses or the way they go about being a responsible participant in this industry. The writer covers the subject in considerable depth, delivering practical, instructional content in a well-organized, clear manner, and closing with a summary that is both genuine and emotionally compelling.

## 2nd

### **The Trail Rider "Endurance Riders' Secrets"**

By Jennifer Nice  
July/August 2007

I really appreciate the humor and sass this writer demonstrates in her lead, which certainly makes

me want to keep on reading. She reminds me – after reading what feels like a bazillion service articles that inform the reader but fail to engage – that good writing is often dosed out in simple, small touches. Too many readers think informative-dry. This writer knows better, and demonstrates it in every careful touch of personality in this piece. The writer had fun writing this, and I had fun reading it. It's informative, user-friendly and engaging. It wasn't the most compelling subject covered in these service articles, but it definitely demonstrated one of the best stylistic approaches.

### **3rd**

#### **John Lyons Perfect Horse "Find Black Gold in Mount Manure!"**

By Alayne Blicke  
April 2007

What a delightful, compelling article this is. The writing is tight, snappy and informative, and the writer does a good job establishing the benefits of composting horse manure and providing easy-to-follow advice for the first-time composter. The topic is fresh, timely and highly relevant to the audience, and the article's straightforward organization makes it very usable. The sidebars go one step further, providing detailed directions and trouble-shooting tips.

### **Honorable Mention**

#### **Horse & Rider "15 Ways to Save on Hay"**

By Debbie Moors  
June 2007

I appreciate the tight, fresh writing demonstrated here, which helped this piece score above the average in this highly competitive category. Even though these articles are meant to provide a service to the reader, they should still demonstrate the unique styles of their writers, which is why I appreciated the writer's approach here. This writer made a widely relevant topic interesting for the reader while delivering helpful, insightful tips. The reporting is well-done and the article covers the topic in just about the right amount of depth – answering the key questions without

bogging the reader down in strenuous, labored exposition. The sidebars help in that capacity, too. This article was compelling and very reader-oriented.

#### **Horse Illustrated "In Case of Emergency"**

By Kara L. Stewart  
April 2007

Love the lead, which uses specific, compelling examples to immediately get the reader's attention and zero right in on what's at stake here: your horse's safety. There's an appropriate urgency to this article, which has broad appeal for the publication's target readership – and, quite frankly, for any equine publication's readership. The writer keeps the story tight and focused, uses strong sources as experts, and, perhaps most important, delivers the information in an efficient and compelling manner.

### **Class 13**

#### **SERVICE TO THE READER SERIES**

(5 entries)

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### **1st**

#### **Dressage Today "Understanding Horse Personalities"**

By Yvonne Barteau and Gail Rodecker  
September through December 2007

What an impressive package. The subject was extremely relevant to the publication's readers – really, any horse folks would find this info useful – and was generally well-written. Repeating the key sidebars with each month's installment was an excellent idea – very helpful to readers. Lots of good details and example scenarios. Part III was particularly well-written, with an engaging lead and succinct summaries of the major personality types.

### **2nd**

#### **America's Horse "Horse Color 101"**

By Andrea Caudill  
January through December 2007

Short, tight lead is crisp and interesting, setting up the main focus of this series; in general,

the articles in the package are informative, straightforward and interesting. Excellent sidebars tuck information everywhere, breaking content into easily digested bites of information. Impressive research went into this single-writer series, showing a real commitment to thoroughly reporting on this topic for readers. Some of the installments featured particularly nice writing, such as the leads in "Fade to Gray" and "Cream of the Crop." The more I read, the more fascinated I became by the whole color smorgasbord. I can imagine readers tearing out these installments and posting them on a barn wall or bulletin board so clients or riders could figure out what color Ol' Mabel Sue really is after all. All in all, this was some pretty engaging stuff, well-written, clean, informative.

**Class 14**  
**PERSONALITY PROFILE**  
*(circulation under 10,000 – 18 entries)*

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**1st**

**NRHA Reiner**  
**"Gunner – One in a Million"**

By Doreen Shumpert  
December 2007

That's a good story about Haverty and McQuay. Great quotes from Haverty about Gunner. Good insight from Pace on how to manipulate a deaf horse. This piece captures Gunner's personality. This is a great read.

**2nd**

**Arabian Horse Times**  
**"Presenting the Personalities – Claire and Margaret Larson"**

By Mary Kirkman  
August 2007

Lead works well to set the tone for the story. Good details and good storytelling. The reader gets the feeling he/she knows this couple. Good quotes from Sellman about the Larsons provide a different perspective. A really neat story with a lot of human interest.

**3rd**

**NRHA Reiner**  
**"Tim McQuay"**

By Kellie Carr  
December 2007

I like the way this story reaches milestones in Tim McQuay's career. Makes for easy reading. The cute story about daughter Mandy buying dad's horse back works well. A good mix of quotes and facts; this story leaves the reader with a good feeling.

**Honorable Mention**

**NRHA Reiner**  
**"McDynasty"**

By Cheryl Magoteaux  
November 2007

Good double profile. Must have spent quite a bit of time with them to get the good back-and-forth dialogue. This story really captures the McCutcheons.

**The American Quarter Horse Racing Journal**

**"Jim Stuckenberg"**

By Michael Cusortelli  
January 2007

Nicely balanced between facts about the man and his horses. Mentions his deafness but doesn't dwell on it or sound patronizing. Good lead and some interesting background information. This is an easy read and informative with some good insight.

**Class 15**  
**PERSONALITY PROFILE**  
*(circulation 10,000 to 20,000 – 42 entries)*

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**1st**

**Mid-Atlantic Thoroughbred**  
**"Humor Spikes Daily Routine for Maryland Horsemen Eddie and Linda Gaudet"**

By Vinnie Perrone  
August 2007

A wonderfully funny and touching read.

Beautifully written and bursting with priceless anecdotes, jokes, and gems.

## 2nd

### **Mid-Atlantic Thoroughbred**

#### **"Peter Winants: Steeplechasing's Master Chronicler"**

By Joe Clancy Jr.

November 2007

The story conveys not only who Winants is, but what he's done. And it does it with clarity and vivid detail, creating a great portfolio of a photographer's life.

## 3rd

### **The Chronicle of the Horse**

#### **"Horse of a Lifetime: Leica"**

By Molly Sorge

September 28, 2007

Laugh-out-loud funny. A poignant, touching read that demonstrates how strong, and aggravating at times, the human-horse bond can be.

## Honorable Mention

### **Appaloosa Journal**

#### **"A Straight Shooter"**

By Cheryl Dudley

August 2007

An enjoyable read peppered with great anecdotes. The reader really gets a sense of the subject and the influence he's had.

### **The Chronicle of the Horse**

#### **"From Cross Examinations to Cross-Country, Kevin Baumgardner is Right at Home"**

By Kat Netzler

November 16, 2007

A colorful, enjoyable piece that gives the reader the sense of who Baumgardner is. The lead brought a chuckle.

## Class 16

### PERSONALITY PROFILE

(circulation over 20,000 – 21 entries)

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## 1st

### **Barrel Horse News**

#### **"Living Legend"**

By Julie Mankin

June 2007

An intriguing lead – tells us right away that Wanda grew up knowing how to handle horses. Lots of good insight. This story really captures Wanda Bush. I love the tips at the end, in Wanda's language. Good closing. Thorough reporting and good writing.

## 2nd

### **Western Horseman**

#### **"A Cowboy's Kitchen"**

By Jennifer Denison

July 2007

Lead sets a nice tone for an off-the-beat profile. Good to see last name used throughout the story. Good job of backgrounding Perini's development as a cook. Good quote about his father's poker parties. Good anecdote about Matthews encouraging him to get into the business. A compelling read from start to finish. Made me hungry for one of his steaks.

## 3rd

### **Western Horseman**

#### **"Call of the Cowboy"**

By Jennifer Denison

June 2007

Good lead, really sets the scene and mood for the story. Some great insight from Edwards on his music. Great quote from Mitchell: "He'll sure do to ride the river with." That says a lot. A good read.

## Honorable Mention

### **Horse & Rider**

#### **"Behind the Brand"**

By Juli S. Thorson

August 2007

Dream lead works well. So does the second-person approach. The first page offers a lot of

insight on Dunning. Sections help the story structure. I really get a good picture of Al Dunning. You captured his personality.

### ***Western Horseman*** ***“Strokes of Genius”***

By Jennifer Denison  
October 2007

Interesting lead. Use of last name throughout story is good. That’s an amazing story from Ed Roberts about Mixer handing the paint brush over to others. That really shows us something. This story provides a real good insight into an exceptional artist.

## ***Class 17*** **FEATURE ARTICLE**

*(circulation under 10,000 – 17 entries)*

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### ***1st***

### ***The American Quarter Horse Racing Journal*** ***“Stanley’s Tools”***

By Richard Chamberlain  
December 2007

This piece had a lot of charm. I really enjoyed the writer’s narrative style, and crisp use of quotations both to illustrate a point and to move the story along. With a piece like this, the trick is to make the subjects of the story engaging by allowing them to tell their own story – which is unique – while including insights into industry practices – which affect everyone in similar ways. This profile succeeds admirably in both areas, and is a great example of a winning formula.

### ***2nd***

### ***Steeplechase/Eventing Times*** ***“Walking Away: McDynamo Retires with Reputation, Health”***

By Joe Clancy  
December 19, 2007

A very nice piece that captures the poignancy of a difficult decision: when to retire a great horse from competition. I liked the writer’s crisp style and engaging phrases – “stall-walking claustrophobe” – and the way he mixed what

could have been a tedious recitation of career wins and losses with anecdote and quotations. Overall, it’s a very lively, informative piece, and a nicely written tribute to a great horse.

### ***3rd***

### ***The Florida Horse*** ***“Lead On”***

By Jo Ann Guidry  
September 2007

A good piece that does a nice job of conveying the different attributes of pony horses. Engaging throughout, with plenty of detail and anecdotes, this feature also passes along some very useful information that would help people judge the quality of a good pony horse, and many readers, I’m sure, would pick up some good training tips.

### ***Honorable Mention***

### ***The Carriage Journal*** ***“Go West!”***

By Vicki Nelson Bodoh  
January 2007

This has some wonderful information and rich detail. Anyone wishing to retrace the author’s travels would be well-equipped, and she offers valuable insight into using the Internet to become an amateur travel agent, and unearth little-publicized museums along the way.

### ***The Texas Thoroughbred*** ***“Training Days”***

By Shelby Downs  
March/April 2007

A nice little piece that includes some good anecdotes about the Kentucky Equine Management Internship. I thought the writer mixed in quotations well to support the points being made, and it had a nice pacing throughout.

## Class 18

### FEATURE ARTICLE

(circulation 10,000 to 20,000 – 25 entries)

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#### 1st

##### **Cutting Horse Chatter**

##### **“A High-Tech Step”**

By Stacy Pigott

October 2007

This was a fascinating piece, expertly told. The author showed a good understanding of a phenomenon expressed by the veterinarian in the story, that simply discussing “video analysis” of a horse’s gait would seem fairly ordinary. What is described here, however, using two high-resolution, high-speed cameras to capture even the most minute details in the way a horse moves, was brilliantly described. It would leave anyone convinced that this tool ought to be made a standard part of any vet’s diagnosis, and held my interest throughout.

#### 2nd

##### **California Riding Magazine**

##### **“Horses of Tir Na Nog”**

By Kim Miller

July 2007

This article manages to evoke a lot of feeling, and not just because of its subject. I thought the author made some good choices about the organization and pacing of the article, capturing the very personal nature of the subject and then injecting some nice background, quotations, and details.

#### 3rd

##### **The Chronicle of the Horse**

##### **“The Disappearing Worker”**

By Erin Richards

November 23, 2007

An excellent piece that gives a comprehensive account of a critical problem affecting the horse industry. This article would be a valuable addition to the documentation surrounding the controversial issue of illegal immigration, as it highlights – in compelling detail – the effects on the horse trade. The sidebars were also crisply written and well focused. A really solid piece of writing from start to finish.

## Honorable Mention

##### **Mid-Atlantic Thoroughbred**

##### **“Pons Brothers Bring New Life to Maryland Farm”**

By Lucy Acton

September 2007

A solid article that contains a nice mix of intimate and general details to good effect. Not only do we get a good sense of the Pons brothers, and their approach to their business, but they are also placed in the larger context of Maryland horse farming and beyond. This helps the reader appreciate their achievement that much more.

##### **Paint Horse Journal**

##### **“Gym-what?”**

By Abigail Wilder

September 2007

This piece was written in a jaunty style that was both crisp and engaging. The author showed good instincts, starting out with a description of “gymkhana” and then sprinkling in background and quotations to highlight certain points. I came away with a good understanding of the sport, and even a desire to see a gymkhana in person.

## Class 19

### FEATURE ARTICLE

(circulation over 20,000 – 42 entries)

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#### 1st

##### **Western Horseman**

##### **“In Search of the Last Cowboy”**

By Ryan Thomas Bell

March 2007

This is writing, not reporting; sharing intimacies, not a meaningless peck on the cheek. More than learning about what Jahiel does – interesting in itself – we learn why he does it through the world the author paints for the reader. You get done reading this, you want to see Jahiel’s photos. More than that, you want to go visit the ranches and cowboys and see them as Jahiel does. The brush strokes of prose are elegant, measured, carefully chosen. The use of information and quotes is masterful. This is the clear winner.

## 2nd

### **The American Quarter Horse Journal**

#### **"In the River Breaks"**

By Christine Hamilton

April 2007

This is an exemplary piece of writing – terse, colorful, engaging. All the more so by using minimum narration to connect the dots of the first-hand account. Without question a top entry that anyone who can read should find interesting. You also did a wonderful job of providing some pedigree information without allowing it to become cumbersome.

## 3rd

### **EQUUS**

#### **"A Cross-Country Ride Like No Other"**

By Tom Moates

April 2007

There are miles of difference between journalists and writers, between reporting and telling a story. This is a sterling example of the latter. The writing here never gets in the way of what is a most engaging tale. The writer never succumbs to sensationalism or sentimentality, easy temptations with a subject of this nature. Word selection, pacing, organization – it's all here, beautiful in its simplicity, so much hard work appearing so effortless.

## **Honorable Mention**

### **Horse Illustrated**

#### **"It's Never Too Late"**

By Kara L. Stewart

June 2007

Excellent, engaging story. Admirable use of source quotes and organization. The sidebars enhance and answer questions as such devices should.

### **Western Horseman**

#### **"Killer Consequences"**

By Barry Shlachter

August 2007

Wonderful reporting of a controversial subject – even-handed, terse, broad scope of resources. Leading off with someone caught up in the whirlwind is powerful. The reader walks away

feeling like they have a true and accurate picture of the current situation.

## **Class 20**

### **PERSONAL COLUMN**

(circulation under 20,000 – 40 entries)

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## 1st

### **The Chronicle of the Horse**

#### **"Being a Jumping Rider Means More Than Just Riding a Jumper"**

By Linda Allen

February 23, 2007

This is a well-written and convincing piece. It is good because of the obvious knowledge of the topic that goes into what is written. It is thoughtful, too. Altogether, these points make it an excellent article that the reader no doubt values and will think about.

## 2nd

### **The Chronicle of the Horse**

#### **"Dare to Let Go"**

By Anne Gribbons

December 21, 2007

This begins in a tone that almost discourages the reader from continuing. The writer then offers the reader some excellent advice. One fun example is the writer helps the reader understand what she means by comparing fishing to riding. It is the kind of thing John Steinbeck did very effectively. It is done well, here, too.

## 3rd

### **Quarter Horse Track**

#### **"That Hudson Column"**

By Ben Hudson

September 2007

This is a good piece about an interesting man. The account does make you wish you'd known Gene. I'm certain readers enjoyed reading about him, too.

## **Honorable Mention**

### **Appaloosa Journal**

#### **“The Bling Thing”**

By Diane Rice

March 2007

Nice take on getting someone up-to-date on a “hip” term. Short, but fun to read. Well developed piece with a fun ending.

### **The Chronicle of the Horse**

#### **“A World Cup Wake-Up Call”**

By Molly Sorge

May 4, 2007

This column clearly states a problem and then offers an excellent solution – with a challenge in between. This is well written and thoughtful. The conclusion is well stated.

## **Class 21**

### **PERSONAL COLUMN**

*(circulation 20,000 and over –20 entries)*

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#### **1st**

### **Modern Arabian Horse**

#### **“First Ride”**

By Faye Ahneman-Rudenske

December 2007/January 2008

This is well-written with nice story-telling style. Like the “Man of Few Words” character. It is a good story.

#### **2nd**

### **Equine Journal**

#### **“Hints from Holly: Ringside Nerves”**

By Holly Hugo-Vidal

July 2007

Nice, easy, even relaxed writing style makes this piece interesting. It is fun to read it, too. Writer also gets a lot of ideas, information into a short, quick format – which can mean a lot to a reader. It’s the kind of thing you might find tacked up somewhere so someone can go over the points again.

## **3rd**

### **Barrel Horse News**

#### **“Seizing Opportunity”**

By Charmayne James and MaryAnna Clemons

October 2007

Reads well. A good story about lucking out several times. Well-written.

## **Honorable Mention**

### **Barrel Horse News**

#### **“Loaded Question”**

By Charmayne James with Bonnie Wheatley

November 2007

This is certainly a direct and strongly written and convincing piece. It presents a lot of pointed and specific advice to apply to barrel racing and life. It is especially interesting to read about the characteristics of the various horses described in the piece.

### **Horse Illustrated**

#### **“Free Rein: Letting Go”**

By Elizabeth Moyer

August 2007

This is an excellent column, well-written with the ideas well organized.

## **Class 22**

### **EDITORIAL**

*(20 entries)*

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#### **1st**

### **The Peruvian Classified**

#### **“The Hardest Thing”**

By Charlotte Dicke Becerra

May 2007

This was an elegantly written tribute to the Peruvian horse breed. The author did an excellent job of describing the breed traits in layman’s language – no easy feat for a breed that has its soul in South America and Spanish as its first language. Her writing expressed a strong voice advocating for the patience to breed a perfect Peruvian and the development of skills to ride and care for one. Her love and passion for her subject came shining through.

## 2nd

### ***Thoroughbred Times*** **“Churchill Outsources its Integrity”**

By Don Clippinger  
December 15, 2007

The author, willing to take on a horse racing institution in Churchill Downs, makes a well-researched and documented argument against outsourcing security workers at the historic racetrack. This appeared to be an issue that Churchill Downs didn't really want publicized, but the author in no uncertain terms took the track to task for firing most of the security guards who had the closest relationship to the stables and stable workers they oversaw, not to mention the gambling side where millions of dollars change hands. He showed a command of the subject, covering all the aspects of this issue, and he provided solid historic background to drive home his points.

## 3rd

### ***John Lyons Perfect Horse*** **“The ‘One Horse’ Solution”**

By Betsy Lynch  
January 2007

A lot has been written about the horse slaughter issue, much of it in general publications pegged to the support (or not) of the American Horse Slaughter Prevention Act. And, of course, actress Bo Derek. But this editorial goes to the heart of the issue: individual horse owners. Unlike many other opinion pieces on this subject, the author proposes several constructive suggestions to reduce slaughter: by better handling equine behavioral problems, for example. Or reducing a breed's overall population by increasing registration fees and creating euthanasia assistance programs. She challenges readers to think outside the box and gives them the facts and figures to get started.

## ***Honorable Mention***

### ***John Lyons Perfect Horse*** **“Watching Sugar”**

By Wendy Gray  
June 2007

This story isn't an editorial in the strictest sense; perhaps it would be better suited in the

Personal Column category. But it was just so beautifully and honestly written that it made its point without ever really shouting it out loud. And that made it all the more poignant because the subject, the aged mare “Sugar,” was much the same way. The old horse was stoic, a little standoffish even, but an inspiration to all who took the time to get to know her. And in telling Sugar's story, the author made a case for the value of taking care of old and infirm horses and learning from them right up to their final days. The story was told with great care and compassion; it didn't attempt to influence the reader, it led by example.

### ***Quarter Horse News*** **“Chasing the White Dragon”**

By Katie Tims  
July 1, 2007

The writer takes a brave stand on an underreported problem in the horse business, whether it's amateur or professional, racing or showing. Methamphetamine is a growing problem everywhere, but the author points out that the show horse world is not immune. The editorial is well-written, gets right to the point yet is respectful of the family whose child the story is keyed upon. The issue of recovery is handled with finesse. This is one of those kinds of articles, if read by the right person at the right time, that just might save a life.

## ***Class 23*** **EVENT COVERAGE EDITORIAL CONTENT**

*(circulation under 20,000 – 32 entries)*

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## 1st

### ***The Chronicle of the Horse*** **“Karen O'Connor Ponies Up for Pan Am Gold”**

By Mollie Bailey  
August 3, 2007

The story was an enjoyable read. The writer conveyed the excitement and included a nice balance in describing the event, the horses, the riders and all of their triumphs and faults. I was disappointed when the story ended.

## 2nd

### **Thoroughbred Times** **"Thriller on Old Hilltop"**

By Ed DeRosa

May 26, 2007

A solid, well-written story. The direct quotes from all the key players added detail and helped keep the rather long story moving. The lead was great and the writer generally kept up the pace all the way to the wire.

## 3rd

### **The Chronicle of the Horse** **"Rose-Reed Takes a Different Turn to Duke Victory"**

By Beth Johnson

November 23, 2007

The lead hooks readers quickly and sets the pace for the story. The flow of the story, aided by the good combination of details about the horses, their riders and the course, made the story fun to read.

## Honorable Mention

### **The Chronicle of the Horse** **"Peters and Floriano are 'Better Than Before' at U.S. League Final"**

By Sara Lieser

April 13, 2007

The story's lead works well and gets the reader into the story quickly. The piece contains good detail on both what went well and what did not for each pair. The writer maintained a good balance between direct quotes and paraphrases and the additional sources (beyond the actual riders) added a lot to the story.

### **Thoroughbred Times** **"A Brilliant Blessing"**

By Mark Simon

November 3, 2007

The story generally read well and the description contributed to the story without overpowering the horse, the event or the people involved.

## Class 24

### **EVENT COVERAGE EDITORIAL** **CONTENT**

(circulation 20,000 and over – 15 entries)

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## 1st

### **Barrel Horse News** **"Special Futurity Roundup Expanded Edition"**

By Trisha Johnson, Kari DeCastro, Larry Larson and Tanya Randall

November 2007

I love this article. First, the title is compelling and fun. From the first, I was drawn in, and began to care about Repete (the horse). The article was easy to read, compelling, interesting – I learned about the sport while thoroughly enjoying myself. The entire Futurity section was compelling reading – I learned a great deal about the sport, and became interested in it, because of the writing throughout the entire section.

## 2nd

### **Modern Arabian Horse** **"2007 Western States 100-Mile Ride"**

By Jennifer Nice

October/November 2007

A wonderful, intelligently-written, articulate, interesting piece. Professional to the Nth degree, akin to reading a piece in "National Geographic." Excellent.

## 3rd

### **Equine Journal** **"Equine Affaire to Celebrate 10th Anniversary"**

October 2007

Nice, comprehensive promo piece for the Equine Affaire. A very reader-friendly article.

## Class 25

### ONLINE NEWS REPORTING: NEWS BREAKING STORY

(4 entries)

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#### 1st

**TheHorse.com**

#### “Ga. Neglect Case: Defense Team Questions Necessity of Seizure”

By Erin Ryder

February 20, 2007

Quality example of how to cover an emotionally charged news story. The reporting is solid and balanced. Lead is to the point. The writer did an especially good job of contacting as many pertinent sources as possible and the story is laid out logically.

## Class 26

### ONLINE NEWS REPORTING: RELATED FEATURE STORY

(5 entries)

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#### 1st

**TheHorse.com**

#### “Working with Morocco’s Horses: Journey’s End”

By Jeremy Campfield

June 25, 2007

Perfect example of how a blog and journalism can be married. The writer had a wonderfully exotic topic and made the most of it. It had a “you are right here with me” vibe and had the reader looking forward eagerly to the next entry in the journal.

#### 2nd

**TheHorse.com**

#### “John Henry’s Last Days”

By Erin Ryder

August 11, September 14, September 18, and October 9, 2007

There were several stories on this same subject in this category. This one stood out as the best because of the writer’s vivid descriptions of the horse.

## Class 27

### ONLINE SERVICE TO THE READER ARTICLE

(3 entries)

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#### 1st

**TheHorse.com**

#### “Making a New Mom for a Rejected Filly”

By Scot T. Gillies

August 26, 2007

This is a nice, personal story that engages the reader – and steps the reader through each development. It takes advantage of the benefits offered by the Web. It is well organized, with links that make it easy to navigate.

## Class 28

### STUDENT EQUINE-RELATED JOURNALISM

(12 entries)

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#### 1st

**Nicole Lanphear**

#### “With the Help of Horses”

Published in *Klipsun Magazine*

November 2007

Touching piece on the connection between humans and animals and how those connections know no limitations.

#### 2nd

**Kandace York**

#### “Pony Talk”

Published in *Equine Journal*

February 2007

Well-written article introducing readers to the basics of pony management. The lead really draws readers into the story and wraps up nicely at the end. Good, strong quotes.

#### 3rd

**Kandace York**

#### “Improve Your Dressage Position”

Published in *Equine Journal*

August 2007

Good organization and flow. You get right to the point with the top five problems. at the end. Good, strong quotes.

## Class 29

### PUBLICATION STAFF ADVERTISEMENT

(circulation under 10,000 – 36 entries)

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#### 1st

#### **California Thoroughbred** **"Magali Farms"**

Designers: John Melanson and Charlene Favata  
December 2007

Just beautiful. The design elements in this series of advertisements are a wonderful paradox, simple and powerful at the same time causing the reader to be enticed and "get the message"...the point of all advertising. The graphic management of the fades, shadows and overlaps were executed expertly.

#### 2nd

#### **The Florida Horse** **"Knockout 'Punch'"**

Designer: John D. Filer  
December 2007

This entry is one classy layout that complements and does not detract from the fine, strong action photo that is the subject of this advertisement. There is a lot of information handled in this layout and the designer put it in its place and still was able to "knock us out" with a well handled typographic treatment of the headline.

#### 3rd

#### **The Florida Horse** **"Survey Says"**

Designer: John D. Filer  
August 2007

This is a very light advertisement with a comedic draw. The photo and the headline both grab you. The treatment of the sub text then brings your eye right down the page to the point of the ad message.

## Honorable Mention

### **Arabian Horse Times**

#### **"Bob Battaglia – Horseman"**

March 2007

This very classy layout is a prime example of when less is more. Elegant text and subtle photo treatments make this a winner.

### **Louisiana Horse**

#### **"Cream of the Crop"**

Designer: Linda McLellan  
Summer 2007

This layout is a breath of fresh air. In a sea of over designed advertisements this ad gets its point across with a very fresh typographic and photographic treatment.

## Class 30 and 31

### PUBLICATION STAFF ADVERTISEMENT

(circulation 10,000 and over – 28 entries)

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#### 1st

### **Dressage Today**

#### **"Rolex 50 Year Celebration"**

Designer: Phil Cooper  
Copy Writer: Cathy Laws  
May 2007

Beautiful color palette in its subtle hue variations. The stunning imagery is incredibly captivating. Very well organized type and composition.

#### 2nd

### **Appaloosa Journal**

#### **"Breed of Choice: Fun to Own"**

Designer: Holli Sampson  
Photographer: Jim Bortvedt  
November 2007

Cohesive theme throughout campaign. Attractive font selection for knocking out on a process background. Color block at the bottom is a pleasant detail.

### 3rd

#### **Cutting Horse Chatter**

##### **"M.L. Leddy's"**

Designer: Cascell McRae

December 2007

Beautiful selection of image and is very engaging. Attractively simple and clean layout.

### **Honorable Mention**

#### **Paint Horse Journal**

##### **"New Era"**

Designer: Kelly Wise

Credit: Laura Jesberg

April 2007

The dynamic fold over the barn door image adds intrigue to an already engaging photograph. Upon opening, the interior background has a good use of texture that holds together the composition.

#### **The Blood-Horse**

##### **"Solid. Robust. Dependable."**

Designers: Monica Marrs and Jennifer Neal

July 14, 2007

Terrific layout that is very effective. Compelling and endearing image selection, with a tasteful use of open space. Effective and attractive headline.

### **Class 32**

## **CORPORATE/AFFILIATE ADVERTISEMENT**

(16 entries)

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### 1st

#### **Pfizer Animal Health**

##### **"Strongid C2X Jumping"**

Art Director: Melissa Johnson

Copywriter: Jan Pettit

Art Buyer: Lisa Crawford

Account Director: Leigh Thiel

Photographer: Hunter Freeman

Various issues 2007

Published in *Equestrian Magazine, The Horse, USDF Connection, EQUUS*

Overall cohesive ad campaign with an endearing rural appeal. Photography is spot on. Tasteful details (flourishes and silhouettes).

Content separation between message and technical information is well defined.

### 2nd

#### **Merial Ltd.**

##### **"EQUIOXX®"**

Author: Karen Larson

Designer: Sarah Kmet-Hunt

Photographer: Jeff Howard, ACME Image Works

Editor: Griffin Bungener

September through December 2007

Published in *EQUUS, The Horse*

Image is powerful – communicates a strong, appropriate message. Information is extremely well organized and clear. Very nice balance in overall structure.

### 3rd

#### **Circle Y Saddles**

##### **"John Wayne Saddle"**

Designer: Jeff Hatcher

April 2007

Published in *Western Horseman, Cowboys & Indians, Cutting Horse Chatter, American Cowboy, Horse Illustrated*

The techniques used in this ad reinforce its subject. Text is clean, well organized and easy to read.

### **Honorable Mention**

#### **Pfizer Animal Health**

##### **"Solitude IGR"**

Art Director: Jeff Tresidder

Copywriter: Linda Birkenstock

Art Buyer: Lisa Crawford

Account Director: Leigh Thiel

Photographer: Jim Ericson

Various issues 2007

Published in *Equestrian Magazine, EQUUS,*

*Horse Illustrated, The Horse, Stable Management*

Overall cohesive ad campaign with an endearing rural appeal.

**Pfizer Animal Health**  
**"Zylexis"**

Art Director: Jeff Tresidder  
Copywriter: Linda Birkenstock  
Art Buyer: Lisa Crawford  
Account Director: Leigh Thiel  
Photographer: Jim Ericson

Various issues 2007

Published in *Equestrian Magazine, Hoof Beats, Horse & Rider, Horse Illustrated, The Horse, Journal of Equine Veterinary Science, Stable Management, Thoroughbred Times, USDF Connection.*

Overall cohesive ad campaign with an endearing rural appeal.

## Cover Page

**Class 33**  
**MAGAZINE COVER PAGE**

*(circulation under 10,000 – 31 entries)*

**1st**

**NRHA Reiner**  
**"Andrea Fappani"**

Designer: Lisa Wrigley  
November 2007

What a great cover. Super crisp photo is sized perfectly to fit the cover. Great photo overlap of nameplate to give the cover more dimension. Neutral choice of color in nameplate does not compete with photo but instead sets off the photo. Nice drop shadow on nameplate. Good placement of cover lines. All the elements are here for a 1st place winner.

**2nd**

**Arabian Horse World**  
**"December Cover"**

Designer: Melanie Davis  
December 2007

Elegant simple cover. Understated but compelling. Beautiful photo with nice lighting. Cool shadows and warm sunlight. Simple nameplate on a white background is not your usual cover design so it stands out in a crowd.

**3rd**

**The American Quarter Horse Racing Journal**  
**"World Champion"**

Designer: Justin Foster

Photographer: Jennifer K. Hancock  
February 2007

What a unique cover. Great color and shapes. Very different approach that really works.

**Honorable Mention**

**Horse Capital Digest**  
**"Dr. Eleanor Green"**

Designer: Elisa Jorgensen-Berry  
Photographer: Randy Batista  
December 2007

Pleasant photo that focuses on Dr Green. Both horses frame her nicely and draw your attention to her. Nicely lit photograph, good placement of cover line and nice addition of vibrant red in the nameplate. The whole cover sparkles.

**The Florida Horse**  
**"Encore Performance"**

Designer: John D. Filer  
Photographer: Adam Coghane (NYRA Photo)  
August 2007

Great action shot and good placement and color of main cover lines. Winner worthy.

**Class 34**  
**MAGAZINE COVER PAGE**

(circulation 10,000 to 20,000 – 29 entries)

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**1st**

**Paint Horse Journal**  
**“International Issue”**

Designer: Shaun Paul

Photographer: Jessica Hein

May 2007

Beautifully composed photograph. The shape of the cowboy hat works nicely with the shape of the horse head, even the reins leads your eye to the center of the photograph. The cover is clean, uncomplicated, and is striking in its simplicity.

**2nd**

**Horse Connection**  
**“Gratitude”**

Designer: Anthony Toddy

Photographer: Jeff Anderson

December 2007

A heart warming photo. Great idea to colorize the little girl and then balance the cover with the same color logo in the opposite corner. Good composition and placement of type.

**3rd**

**Appaloosa Journal**  
**“Craving Color”**

Designer: Laura Vander Ploeg

Photographer: Darrell Dodds

March 2007

Great color in horse and lighting in background. Very inviting cover. Good position of cover lines. Very eye catching.

**Honorable Mention**

**Covertside**  
**“March Cover”**

Designer: Clare Hendrix

Photographer: Jim Graham

March 2007

Great photo. Very touching. Good cropping of photo. Nice color and elegant nameplate make this cover a winner.

**Horse Connection**  
**“Kind Heart, Brave Heart”**

Designer: Anthony Toddy

Photographer: Don Peitzman

August 2007

Great photo with good cropping to fit vertical cover. Elegant cover lines, nicely designed.

**Class 35**  
**MAGAZINE COVER PAGE**

(circulation over 20,000 – 25 entries)

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**1st**

**Equestrian Magazine**  
**“Think Green”**

Designers: Hammond Design and Brian Sosby  
October 2007

Perfect in its simplicity. Love the clean simple statement. Good shade of green for the whole background. Nice idea to add hoof prints and especially like the little touch of adding the ear or leaf (or both) to the letter g. All in all, a first place creative cover.

**2nd**

**The American Quarter Horse Journal**  
**“American Quarter Horse Stallion**  
**Master Snapper”**

Designer: Justin Foster

Photographer: John Brasseaux

December 2007

Beautiful photograph. Great angles. The position of horse head, bridle, and reins move your eye through the whole cover. Great composition. Overlap of nameplate adds dimension to cover. Good position of cover lines and type color.

**3rd**

**America’s Horse**  
**“Sitting Pretty”**

Designer: Justin Foster

Photographer: Holly Clanahan

August 2007

The cherub-faced kid on the horse makes me smile every time I look at it. What a great cover. She looks like she is having a great time on the horse. Good position of photo, great choice of

clothes, good color throughout including her rosy cheeks. Fun, lively cover.

### **Honorable Mention**

#### **EQUUS**

##### **"30th Anniversary Special Report"**

Designer: Celia Strain

Photographer: Bob Langrish

November 2007

Lovely cover. Very sharp, crisp and clean image makes this eye-catching. Elegant typographic solution to the 30th anniversary. Everything about this cover shines.

##### **The American Quarter Horse Journal "Ranching Heritage of the American Quarter Horse"**

Designer: Justin Foster

Photographer: Jack Sorenson

June 2007

Breathtaking illustration. Really lovely cover. Illustration captures the reader. Nice placement of all cover elements.

### **Class 36**

#### **TABLOID/NEWSPAPER COVER**

##### **PAGE**

(14 entries)

#### **1st**

##### **Horsemen's Yankee Pedlar "Western Sports Roundup"**

Designer: William Greenlaw

Photographer: John Brasseaux

May 2007

Excellent photo usage. Text color ties cover together. Well balanced design throughout piece.

#### **2nd**

##### **Barrel Horse News "Hope Pays"**

Designer: Ronni Haslett

Photographer: Keith Weems

September 2007

Good use of photo to break up title bar. Well balanced text and even clean design.

#### **3rd**

##### **Horsemen's Yankee Pedlar "Shoot to Win!"**

Designer: William Greenlaw

Photographer: John Brasseaux

October 2007

Good photo play. Well balanced text works with movement of photo complementing all elements in cover design.

## **Editorial Design**

### **Class 37**

#### **EDITORIAL DESIGN**

(circulation under 10,000 – 20 entries)

#### **1st**

##### **Today's Pro Farrier "The Anvil"**

Designer: Kevin Hambel

Photographer: Scott Davidson

October/November 2007

The lead off design in this piece is right on

the money. Strength enough to withstand punishment is the feel I get at a glance. All of the design elements in the first spread set you up for the subject matter of the article. The great choice of photos and placement in the collages that dominate the following pages portray the hard labor and sweat that surrounds this relatively simple but irreplaceable piece of equipment. The text is clean and unobtrusive, as it should be. It gives no competition to the powerful artwork and photos it surrounds.

## 2nd

### **The Florida Horse** **"Power Punch"**

Designer: John D. Filer

Photographer: Bill Denver, Equi-Photo

December 2007

The lead in spread of this article is a real "grabber." The regal color choice complements the subject of the article. The photo choice, from the flared nostrils to the spattering of dirt on the jockey's clothes, is a real action gem. The way the helmet is cut into the headline was handled admirably. The following pages are fresh. Every element is strategically located. The type design draws you through the article by color and placement.

## 3rd

### **The Florida Horse** **"Stud Men"**

Designer: John D. Filer

Photographer: Cindy Mikell

December 2007

The opening spread of this article was designed to really grab your attention. The play on words shouting to you from across a perfectly posed photo makes you want to read on. The design and placement of the text and photos on the following pages is interesting and light and makes it easy to follow the three stories in one.

## **Honorable Mention**

### **The Florida Horse** **"Allergy Relief"**

Designer: John D. Filer

October 2007

This brief but interesting article could have gotten lost among multi magazine pages but the artist design gives it prominence immediately. The photo that is the canvas for the opening page makes you want to sneeze and then the artist guides you through the following pages with a top border crafted from the same photo. The headline with overlapping transparency is a nice touch.

### **The Florida Horse** **"On the Mark"**

Designer: John D. Filer

Photographer: Mark Barrett

September 2007

This layout is full of beautiful photos. The artist complemented them well with equally as tasteful typography and placement of graphic elements. The subtly transparent headline is a nice touch.

## **Class 38**

### **EDITORIAL DESIGN**

(circulation 10,000 to 20,000 – 40 entries)

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## 1st

### **Paint Horse Journal** **"A Grand State"**

Designer: Shaun Paul

October 2007

Excellent use of photos to illustrate story. Color choices complement design and tie piece together. Text flows well through images and allows for an easy read. Well executed design throughout entire piece.

## 2nd

### **Paint Horse Journal** **"The Art of Perfection"**

Designer: Kelly Wise

December 2007

Excellent choice and use of photographs. Use of colored background ties piece together and cause images and text to pop. Combination of paintings and photos adds interest and illustrates story perfectly. Flow of text complements image placement.

## 3rd

### **Mid-Atlantic Thoroughbred** **"Peter Winants: Steeplechasing's Master Chronicler"**

Designer: Barrie Reightler

November 2007

Excellent use and choice of photographs take reader through the life and work of the subject. Classic design is the perfect compliment to subject matter.

## **Honorable Mention**

### **Horsemen's Yankee Pedlar**

#### **"Kids in Eventing"**

Designer: William Greenlaw

Editor: Molly Johns

March 2007

Excellent use of photo to draw readers into story. Good choice of text for pull quote to keep reader interested.

### **Performance Horse**

#### **"10 Steps to Increased Confidence"**

Designer: Ronni Haslett

August 2007

Good use of photos to depict the story. Text is easily readable and use of color ties whole article together.

## **Class 39**

### **EDITORIAL DESIGN**

*(circulation over 20,000 – 32 entries)*

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## **1st**

### **Keeneland Magazine**

#### **"American Classic"**

Designer: Alexandra Sieckowski

Photographer: Lee Thomas

Creative Director: Suzanne Dorman

Winter 2007

The designer of this entry did everything right in laying out this entry. Very good photographs laid out in a thoughtful easy to follow manner. The choice of typefaces works perfectly with the concept and relationship to the photos. The subtle use of color complements the photography. A very professional look to this layout.

## **2nd**

### **Equestrian Magazine**

#### **"The Greening of the Horse World"**

Designer: Hammond Design/Kevin Webb

October 2007

This entry delivers with a very imaginative opening spread. The opening spread kicks off the concept and uses details from the illustration throughout the layout. The wide

measure copy works well with the white space and the runaround copy breaks up the copy.

## **3rd**

### **EQUUS**

#### **"Potomac Horse Fever: The Final Piece of the Puzzle"**

Designer: Celia Strain

June 2007

I like the blending of images along with the color choices in this entry. This combination adds impact to the layout and the mood. The cycle graph, map and other sidebars are well designed and informative. This is a very well thought out and consistent package.

## **Honorable Mention**

### **Modern Arabian Horse**

#### **"Midnight Cowgirls"**

Designer: Liz Bilotta

October/November 2007

Everything is working together in this entry. Very good choice of photograph on the opening spread with a good use of typefaces and color treatment. The rest of the entry is also well designed with good photo positioning and good copy and caption treatments. The callout on the last spread is a nice touch.

### **Western Horseman**

#### **"A Cowboy's Kitchen"**

Designer: Ron Bonge

Photographer: Ross Hecox

July 2007

This entry is laid out very nicely. The designer took a great photograph and combined it with a headline and deck that adds to the concept of the piece. I like the way the deck works with the smaller image. The second spread transitions into a second story very well and there is a nice relationship between pages. The remaining pages are designed well and are easy to read. The color quote box and color subheads tie everything together.

**Class 40**  
**ONE PAGE OR TWO-PAGE SPREAD**  
**EDITORIAL DESIGN**

(19 entries)

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**1st**

**The Florida Horse**  
**"Playing to Win"**

Designer: John D. Filer  
Photographer: Benoit & Associates  
October 2007

What makes this the winning entry is the choice of photograph and its use with the headline typeface and type size. Overall it's clean and easy to read, a complete package.

**2nd**

**The Florida Horse**  
**"New Elixir from Old Remedy"**

Designer: John D. Filer  
March 2007

What I like best about this entry is the brave cropping of the horse. The run around copy works well and is easy to read. Overall a very good concept.

**3rd**

**Appaloosa Journal**  
**"Pasture Partners"**

Designer: Evan Thompson  
November 2007

This is a nicely designed entry, simple with a good use of white space. The photo and caption draw you into the page. Nice choice of typefaces with a touch of color in the byline.

**Honorable Mention**

**APHA Connection**  
**"Ranch Horse Hospitality"**

Designer: Susan Sampson  
Winter 2007

Good balance of photos in this entry. The large photo on the left hand page adds a good relief to all of the horse photos. Color choices work well with the photos.

**Modern Arabian Horse**  
**"That's a Wrap"**

Designer: Liz Bilotta  
August/September 2007

This designer took a great photo and headline and created a very interesting spread. The ghosted box works well with the layout and allows the type to be legible. The type color choice contrasts well with the monochromatic photo.

**Class 41**  
**EVENT COVERAGE DESIGN**

(21 entries)

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**1st**

**Hoof Beats**  
**"The Hambletonian – An Unbelievable Feeling"**

Designer: Gena Gallagher  
Photographers: Mark Hall and Ken Weingartner  
September 2007

Excellent use of photographs help tell the story of a horse's triumph. Color ties design together while perfectly separating secondary stories from main text. Clean straightforward presentation makes entire piece easy to read.

**2nd**

**Thoroughbred Times**  
**"Kentucky Derby 133"**

Designer: Tami Zigo  
May 12, 2007

Excellent use of photos throughout article. Clean design presents text simply and allows all data to be quickly digested. A well thought out piece.

**3rd**

**Arabian Horse Times**  
**"The 2007 U.S. National Championships – A Quiet Farewell to Albuquerque"**

December 2007

Excellent use and choice of photos throughout article. Use of faded flag motif ties design together nicely without making text difficult to read. Simple design made plethora of data easy for reader to digest.

## ***Honorable Mention***

### ***Paint Horse Journal***

#### **“Home on the Range”**

Designer: Shaun Paul

January 2007

Well done opening spread balances text and images very well. Good use of color to tie article together.

### ***The Horseman and Fair World***

#### **“Little Brown Jug: Long Wait Ends – Tell All Gives Burgess His Jug”**

Designer: Stephanie Condron-Hall

September 26, 2007

Excellent use of color ties design together. Good use of photo on opening spread to convey excitement in story.

## **Photography**

### ***Class 42***

#### **PUBLICATION STAFF BLACK & WHITE EDITORIAL PHOTOGRAPH**

*(5 entries)*

#### ***1st***

### ***The Chronicle of the Horse***

#### **“An Issue of Safety”**

Photographer: Kat Netzler

July 27, 2007

Superior image, timing and the right camera angle make this photograph top notch. Image detail, resolution and exposure are all sharp. Composition leads viewer into the wet action and makes one duck from the splash.

#### ***2nd***

### ***The Aiken Horse***

#### **“Jessica Schultz on Tigeroo”**

Photographer: Gary Knoll

April/May 2007

Great image, warm and inviting. Moment captured perfectly, sharp focus on subject with background blur lets image jump off page. Exposure holds detail in shadows well, off center composition adds to this well executed photograph

### ***Class 43***

#### **PUBLICATION STAFF COLOR EDITORIAL PHOTOGRAPH**

*(35 entries)*

#### ***1st***

### ***The Chronicle of the Horse***

#### **“The Beauty of Coaching”**

Photographer: Tricia Booker

November 2, 2007

Superior photograph color, action and composition blend to make image that needs no copy. Perspective is right on, good image detail in highlights and shadows, flowing motion and a perfect blue sky make this an award winner.

#### ***2nd***

### ***Hoof Beats***

#### **“Wide Open”**

Photographer: Mark Hall

February 2007

Outstanding action shot. Perspective, color and image crispness are all top notch. Race moment is perfectly photographed. Composition flows right off the page no description needed.

**3rd**

**California Riding Magazine**  
**"Russian Roulette"**

Photographer: Cheryl Erpelding  
March 2007

Excellent animal portrait, image sharpness is outstanding. Color balance with browns and blue background blend well. Composition flows, well executed image.

**Honorable Mention**

**Paint Horse Journal**  
**"Poised"**

Photographer: Jessica Hein  
June 2007

Rich color saturation and a flowing composition make this an excellent image. Image detail is held in the shadows, focus is sharp. The camera perspective is right on for this subject matter.

**Western Horseman**  
**"Bimbo Cheney"**

Photographer: Ross Hecox  
April 2007

Excellent portrait, focus and lighting executed well to draw viewer in. Exposure right on, good detail in shadows and highlights. Colors are warm personality of subject captured perfectly.

**Class 44**

**OPEN COLOR EDITORIAL**  
**PHOTOGRAPH**

(21 entries)

**1st**

**NRHA Reiner**  
**"Rewarding Rundowns"**

Photographer: John Brasseaux  
December 2007

Superior photograph, all elements combine to make this image one of the best. Composition, color balance and focus are all right on. Great flowing movement with perfect stop action. Camera and lens perspective render soft background and eye catching subjects. Emotion is the last part, it flows from the page.

**2nd**

**California Thoroughbred**  
**"Image of Cal Cup"**

Photographer: Katey Barrett  
December 2007

Wonderful image, vivid flowing motion jumps off page. Color palette and lighting balanced well. Composition is tight yet open, image speed the essence of the moment captured perfectly.

**3rd**

**Amy Drago**  
**"Coffins? Can Do!"**

November 2007  
Published in *Practical Horseman*

Excellent image, lens focal length chosen well. Timing on shutter good, lighting even, exposure holds detail in shadows and highlights. Perspective and composition make this photograph stand out from the rest.

**Honorable Mention**

**Dr. Rossana Figueroa**  
**"Best Sire: 2007 Peruvian National Show"**

Issue #97  
Published in *The Peruvian Classified*  
Excellent image, subject illumination has been executed perfectly. Focus and shutter stop action right on. Composition "flows" just enough shadow detail to tell the story.

**Modern Arabian Horse**  
**"Rescue Horses"**

Photographer: Ron Osborn  
December 2007/January 2008  
Very nice warm image, depth of field very good, composition well balanced. Perspective with subjects looking away is effective. Lighting and exposure make this image stand above others.

## Illustration

### *Class 45*

#### **OPEN ILLUSTRATION**

*(13 entries)*

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#### *1st*

##### ***USDF Connection*** ***"Davinci Horse"***

Illustrator: Catherine Twomey  
September 2007

A beautiful and anatomically accurate rendition. Overall composition, mastery of technique, variety of line weights and a broad range of values within a monochromatic color scheme all combine to create a stunning piece. Highly executed to deliver the editorial message.

#### *2nd*

##### ***Performance Horse*** ***"Roadmap to the Horse"***

Illustrator: Don Weller  
January 2007

Subtle yet colorful image draws the viewer's eye throughout the piece. This successfully creates a delightful and attractive composition that visually delivers the intended editorial message.

#### *3rd*

##### ***The American Quarter Horse Journal*** ***"Show Spouse"***

Illustrator: Gabriel Trevizo  
November 2007

Editorial topic is easily identified in this well-executed image. Composition, subtle details, consistent light source and a range of color hues, values and contrast work together to capture the viewer's attention in a simple but very effective manner.

## Specialty Classes

### *Class 46*

#### **EQUINE-RELATED ANNUAL DIRECTORY**

*(5 entries)*

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#### *1st*

##### ***The Florida Horse*** ***"Florida Horse Farm & Service Directory 2007-2008"***

Editor: Michael Compton  
Designer: John D. Filer  
June/July 2007

This is a very well thought out, well designed publication. The thumb tabs for easy access to information are very reader friendly. The paper stock it is printed on has a nice feel and weight. The technical information is clean, well organized and easy to follow. The editorial designs have nice follow through and are page recognizable amidst the ads and technical information. Nothing in this publication veers from the theme. It is a true winner.

#### *2nd*

##### ***Conquistador: The World of Spanish Horses*** ***"2007 Peruvian Horse Directory"***

Editor: Charlotte Dicke Becerra  
Designer: Michael Min  
Sales Director: Kelly Powers  
January 2007

This is a beautifully laid out directory. There is lots of information in this small publication but the typographic layout was handled with such class that every section is clear and concise. Text overprinting photos was handled expertly and the photo positioning and quality are superb.

**Class 47**  
**EQUINE-RELATED SHOW OR  
EVENT PROGRAM**

(6 entries)

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**1st**

**NRHA Reiner**

**"2007 NRHA Futurity Show Program"**

Editors: Kathy Swan and Carol Trimmer

Designer: Jana Thomason

November 2007

This show program is designed impeccably. The charted layout of vast informational text is laid out with precise clarity. Very reader friendly. The editorial pages, mixed among the colorful and interesting ads, are easily identifiable because of all the subtle elements that are designed into them.

**2nd**

**The American Quarter Horse Journal**  
**"AQHA World Championship Show  
Program"**

Editor: The AQHJ Staff

October 2007

This program is a nicely designed wealth of information. With all the different elements going on in this program, the designers have done a superb job of keeping things clean, sectioned off and legible.

**Class 48**

**EQUINE-RELATED SPECIAL ISSUE  
PUBLICATION**

(18 entries)

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**1st**

**The Florida Horse**

**"On Course Association Overview"**

Editor: Michael Compton

Designer: John D. Filer

October 2007

This publication is designed with such integrity. From the typography to the placement and treatment of the photographs there is no detail that was not attended to in a perfectly professional manner. The overall design not only

adheres to the subject at hand but embellishes it.

**2nd**

**Modern Arabian Horse**

**"2007 Arabian Horse Guidebook"**

Editor: Susan Bavaria

Designer: Liz Bilotta

Art Director: Jennifer Poe

September 2007

The design of this publication is a wonderful example of how continuity in design can be a powerful tool. The reader is guided by the very fresh typographical treatments. The graphic elements and photos are positioned in a very complementary fashion.

**3rd**

**CEH Horse Report**

**"Suspensory Ligament Injuries in  
Horses"**

Editors: Gregory Ferraro and Barbara Meierhenry

Designers: Gregory Ferraro and Barbara Meierhenry

Contributing Author: Susan Stover

February 2007

The designer has very wisely used non-detracting typographical layout in this publication. The thing that really brings the subject at hand to light is the excellent graphic elements that have been incorporated. The vellum overlays that break down the anatomy of a horse's leg in dual position are hugely informational at a glance as are the illustrations and internal images.

**Honorable Mention**

**Arabian Horse World**

**"Michael Byatt Arabians"**

Designer: Melanie Davis

Photographer: Stuart Vesty

April 2007

The design of this publication is elegant. The very creative background of each page has been treated with just the right intensity so that, even though there is a lot going on the photos are still prominent. This is a prime example of when less is more.

## ***The Texas Thoroughbred*** **"2007 Texas Champions Issue"**

Editor: Denis Blake

Designer: Amie Rittler

Assistant Editor: Shelby Downs

February 2007

This publication holds a lot of information yet the design elements have saved it from being overwhelming. Side banners with earthy ink tones are a nice break from the intensity of the ads. Charted information is easy to follow.

### ***Class 49***

## **EQUINE-RELATED BOOK (TEXT)**

*(19 entries)*

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### ***1st***

#### **Storey Publishing**

#### **"Ride the Right Horse"**

By Yvonne Barteau

Copyright 2007

What an exciting book. By rating horses' personality traits as degrees of Social, Fearful, Aloof, and Challenging, and in how passively or aggressively they display these traits, the author has come up with ways to help equines bloom in their training and in their relationships with people. This book explains why one horse may be perfect for your trainer but not perfect for you, or vice versa, or why some horses find success with only certain people. The case studies are excellent and inspiring. The information in this book will take horse owners to the next level in understanding and knowing how to work with horses. Finally, a book that will help us choose our equine partners based on more than just conformation and gut instinct.

### ***2nd***

#### **Storey Publishing**

#### **"The Horse Training Problem Solver"**

By Jessica Jahiel

Copyright 2007

The logic organization of the questions, as well as the detailed information in the questions, aid in easily finding a topic of interest. The extensive and complete answers in this book make it a valuable asset to anyone training their own or

others' horses. Beginners to advanced riders will all find answers that expand their knowledge on solving those training problems.

### ***3rd***

#### **Trafalgar Square Books**

#### **"The Rider's Pain-Free Back"**

By James Warson, MD, with Ami Hendrickson

Interior Design: Carrie Fradkin

Cover Design: Heather Mansfield

Photographer: Charles Hilton

Illustrator: Heidi Scheing

Editor: Caroline Robbins

Copyright 2007

A terrific book on how to avoid and/or handle back pain in the rider and still ride. This comprehensive book includes detailed descriptions and illustrations on stretching exercises to do before and after riding. Exercises for strengthening the back are clearly demonstrated as well. Details include information on specific types of horses and equine sports that are best for dealing with specific back problems. A great prevention plan is included that would be of interest to any beginning rider, regardless of age. This book is very informative, even on the meaning of medical terms and anatomy. It's a must-read for any rider with back problems and good preventative reading for all riders and instructors.

### ***Honorable Mention***

#### **Trafalgar Square Books**

#### **"Back to Work"**

By Lucinda Dyer

Designer: Heather Mansfield

Editor: Caroline Robbins

Copyright 2007

The equine and human case studies in this book are exceptionally complete, useful, and encouraging to anyone who has experienced the disappointment and fear associated with a horse emergency and potential loss of a competition partner. This is a very well put together, informative book that is a "must" for all horse owners' book cases. The layout is very clear, and the use of actual dates and data for specific challenges really gives the horse owner

information on what to expect and how to proceed. It is a book of happy endings.

### **Trafalgar Square Books**

#### **"Longeing the Rider for a Perfect Seat"**

By Linda Benedik  
Designer: Carrie Fradkin  
Editor: Caroline Robbins  
Copyright 2007

This very organized, detailed book is a guide for riders, instructors, and longeurs on the reasons for and methods of longeing to improve and perfect the seat on any level of rider. Specific exercises are illustrated and explained in a consistent, easy-to-follow format. The book contains a wealth of information that could be used as lesson plans for instructors. The "how's", "why's", and "when's" of breathing, in particular, are very good.

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### **Class 50**

## **EQUINE-RELATED BOOK (PICTORIAL)**

(5 entries)

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#### **1st**

#### ***Arabian Horse Times***

#### **"The Arabians of Count Federico Zichy-Thyssen"**

By Mary Kirkman  
Copyright 2007

The presentation of this book is exceptionally clean, simple, and elegant. The photography is artistic and representative of the author's interpretation and emotional interest in the horses and the family. The book is both informative and interesting to those involved in the Arabian horse industry and outsiders as well. A lovely addition to the history of the Arabian horse in modern times.

#### **2nd**

#### **The Lyons Press**

#### **"Living Western Horsemanship"**

Edited by: Tammy LeRoy  
Photographer: Robert Dawson  
Editor: Maureen Graney  
Copyright 2007

This collection of profiles is both delightful and thought-provoking. The wisdom of the individual living legends is obvious and forthright. The unified design of the book includes quotes with outstanding photography. This book is a joy both for a quick perusal as a "coffee-table book," and for a detailed study of these outstanding horsemen and their thoughts.

### **Class 51**

## **EQUINE-RELATED CALENDAR**

(6 entries)

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#### **1st**

#### ***Appaloosa Journal***

#### **"2007 Appaloosa Journal Calendar"**

Designer: Laura Vander Ploeg  
The illustrated details add a lovely element of surprise. The color choices are very pleasant and cohesively implemented. Very nice and engaging imagery.

#### **2nd**

#### ***Western Horseman***

#### **"2007 Cowboy Calendar"**

Designer: Jodi Hendrickson  
Beautiful imagery that is very consistent with calendar theme. The pen and ink illustrations and inset photos offer added interest.

### **Class 52**

## **EQUINE-RELATED NEWSLETTER (PRINT)**

(6 entries)

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#### **1st**

#### ***CEH Horse Report***

Editors: Gregory Ferraro and Barbara Meierhenry  
Designer: Barbara Meierhenry  
Contributing Authors: John Madigan and Johanna Watson  
April 2007 and October 2007  
Well-written, authoritative treatment of timely horse-health topics. Strong heads and decks. Clean, elegant design and masthead. Effective

use of boldface text to highlight key points. An all-around outstanding publication that delivers on its promise.

**2nd**

**The Blood-Horse MarketWatch**

Editor: Jason J.C. Russo

February 16, 2007 and December 28, 2007

Information-dense, statistics-driven, yet clean and readable newsletter design with attractive cover page. Delivers timely, in-depth research for the Thoroughbred industry investor. Photos provide key links to the subject matter. Good use of charts and graphs.

**Class 53**

**EQUINE-RELATED NEWSLETTER  
(ELECTRONIC)**

*(9 entries)*

**1st**

**EquiSearch.com  
"Horses Weekly"**

Editor: Kate W. Lindon

January 29, 2007 and October 8, 2007

Excellent balance of content and engaging readers in other active content such as forums and blogs. The newsletter embodies a true e-newsletter by giving a summary of the issue and short sentences with a link to read more. Great subscriber management tools.

**2nd**

**Equestrian Magazine  
"Week in Review"**

Editor: Sarah Evers

July 5, 2007 and December 6, 2007

Engaging layout with good balance between advertising, content and quick links.

**Class 54**

**EQUINE-RELATED ELECTRONIC  
PUBLICATION**

*(4 entries)*

**1st**

**EquiSearch.com**

Content Manager: Kate W. Lindon

Well organized. Information is visually divided, and therefore easy to navigate.

**Class 55**

**MERIAL HUMAN-ANIMAL BOND  
AWARD**

*(22 entries)*

**Erin Ryder**

**"Hoofing It with John Henry"**

Published by TheHorse.com

**General Excellence**

**Class 56**

**TABLOID/NEWSPAPER**

*(7 entries)*

**Winner**

**Steeplechase/Eventing Times**

Brilliant writing and editing, superb leads on every page, from the cover story to the obits. Witty, pithy and sophisticated – goes way beyond "who won what where." Design, text, covers, photography, paper stock all support the editorial mission. Offers an intimate, insider's view of the world it covers that's unmatched in its division, perhaps in the industry.

**Honorable Mention**

**Thoroughbred Times**

Parlays large format into dramatic covers and strong design; captures the world of Thoroughbred racing on all levels. Enough detail for industry insiders; enough flash for the racing fan. Doesn't neglect business or equine health and shakes things up with a fiction contest. Packs a lot of value and content into a weekly package.

## ***Class 57***

### **GENERAL EXCELLENCE: ASSOCIATION MAGAZINE**

*(circulation under 15,000 – 9 entries)*

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#### ***Winner***

##### ***Eventing USA***

Strong covers promise lots of active content; there is no doubt what this magazine is about. It is focused and the editorial is strong, serving its readers with a diverse range of stories and photos. The magazine doesn't just inform its riders about the sport; it also helps them become better at it through strong service journalism.

#### ***Honorable Mention***

##### ***Hoof Beats***

Active covers that use strong cover blurbs signal to the reader that this is a magazine that speaks to his/her interest. Attention to detail and use of design elements throughout reinforce its editorial rationale. Photos are used appropriately and a diversity of content drives the design. This magazine is orderly, interesting and serves both readers and publisher.

## ***Class 58***

### **GENERAL EXCELLENCE: ASSOCIATION MAGAZINE**

*(circulation 15,000 and over – 10 entries)*

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#### ***Winner***

##### ***America's Horse***

The Q embellishment on the cover is a well-crafted touch and immediately establishes impact and focus on the subject matter. The contents page promises cumulative rewards for the readers, and the stories that follow do not disappoint. Departments are formatted, in strong contrast to the features that are boldly designed and speak to the readers' interests. *America's Horse* is a magazine that is strong in content, readability and impact. It serves its readers – and publisher – well.

## ***Honorable Mention***

### ***USDF Connection***

Well designed and interesting covers attract the readers' attention and consistent, easy-to-use contents pages provide the next step of drawing them inside. Feature stories and departments are well-written and reward and reinforce the audience's involvement with dressage. The magazine's design is content driven, photography and typography are strong, and display and sub display type is well-crafted and speaks loudly and authoritatively.

## ***Class 59***

### **GENERAL EXCELLENCE: STATE OR REGIONAL PUBLICATION (ANY FORMAT)**

*(8 entries)*

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#### ***Winner***

##### ***The Florida Horse***

Obviously well thought out and reworked pages, on top of a clever grid, make this publication information-rich but not heavy. Consistent use of typography helps to ease the infographics and readability. Attention to detail and a catchy eye for imagery help the action leap off the page. You can almost feel the ground shaking as you turn the pages.

#### ***Honorable Mention***

##### ***Mid-Atlantic Thoroughbred***

Great cover treatments, solid information management, popular typography and clean lines make this publication readable – despite the barrage of facts, figures and imagery necessary to tell the stories.

## Class 60

### GENERAL EXCELLENCE: SELF-SUPPORTED FREE PUBLICATION (ANY FORMAT)

(6 entries)

#### Winner

##### **Horse Connection**

*Horse Connection* has lifestyle figured out. By reaching both visual and literary users the publication not only looks good but reads well. From compelling photography to clever manipulation of the grid, the information leaps off the page. Obviously produced by talented individuals this truly defines the “lifestyle” of the equestrian audience.

#### Honorable Mention

##### **The Northwest Horse Source**

Thoughtful page layout and good use of the grid allow the different types of information to be managed effectively and control the speeds of content distribution.

## Class 61

### GENERAL EXCELLENCE: SELF-SUPPORTED MAGAZINE

(circulation under 15,000 – 7 entries)

#### Winner

##### **Today's Pro Farrier**

Wow, these covers knocked my socks off. Great use of cover blurbs and beautiful photography to draw in reader. A grand use of photo illustration to tell a story throughout. Helpful and thorough service journalism articles. Excellent effort overall.

#### Honorable Mention

##### **Arabian Horse Times**

These cover photos are beautiful representations of the Arabian breed and deserve a place on the coffee table. Excellent writing – I particularly enjoyed The Arabian Horse in History series. A thorough and gorgeous publication throughout.

## Class 62

### GENERAL EXCELLENCE: SELF-SUPPORTED MAGAZINE

(circulation 15,000 and over – 12 entries)

#### Winner

##### **Western Horseman**

*Western Horseman* is a classic publication that deserves to be on every western rider's desk (and coffee table). A broad range of service articles and features, including personality profiles, make this magazine a delight to read. Excellent writing and photography. Striking covers with tempered use of cover blurbs. Great use of design concepts and color blocking to differentiate reader sections. General Excellence all the way.

#### Honorable Mention

##### **Dressage Today**

Clean design and clarity of content well serve the readers of *Dressage Today*. This straightforward publication delivers on its mission to educate readers about the training of their horse. Excellent use of photography to support “how-to” articles. Q&A section and Book Review are a great addition. The “Solutions” page is an excellent reader tool. A wonderful publication overall.

##### **Horse & Rider**

*Horse & Rider* successfully serves its audience with timely information and descriptive “how-to” articles. Most notable are the magazine's columns, which offers something for everyone – from the family that rides together to help for retirees. Clean, simple design aid the reader in navigating the plethora of information provided. Great use of supporting photography throughout. Beautiful covers. An excellent effort overall.

##### **Keeneland Magazine**

This publication screams “high-end” and “tradition,” stunning photography throughout. Excellent design. Beautiful writing and a nice mix of stories. Design and editorial content meld seamlessly to successfully support the magazine's mission. A top-notch effort.

## Overall Publication

### *Western Horseman*

This publication has incredible breadth and depth. Covers with compelling images grab readers' attention; sell lines promise equally compelling reads on the inside. Features range from hard-hitting stories on the horse-slaughter ban to an account of a cattle drive across Australia, from a profile of a Texas rancher to service journalism pieces on how to teach your horse to tow the line and what to buy a cowboy for Christmas. The writing here is bright, and the visual appeal is anchored by beautiful photography that combines aesthetics with story telling. This magazine can be part manual, part photo album and is certainly indispensable for its readers. Careful attention to display type writing including clever titles "Hope on the Range" and comprehensive photo captions make the packaging a pleasure to read.

## 2008 JUDGES

### **Marion E. Altieri**

Hailing from Saratoga Springs, New York, Marion resides in Lexington, Kentucky—the goal is to establish herself as a two-horse-town writer. She holds a Baccalaureate in Philosophy of Religion from Mount Holyoke College—a degree which has nothing whatsoever to do with her work in the Thoroughbred racing industry—except that it honed her logic skills and gifts as a writer and editor. After freelancing for over ten years, she finally acknowledged that her talents should be wedded to her passion for horses, most notably, Thoroughbreds. She found her calling as a racing communicator in 2003, when Penny Chenery took Mare under her wing and became her mentor. She currently writes for several racing websites, including [www.HorseRacerInsider.com](http://www.HorseRacerInsider.com) and [www.DailyRacingNews.com](http://www.DailyRacingNews.com). A marketing, public relations and communications consultant in the Thoroughbred industry, she's shopping her racing radio show, *View from a Broad*, and winding up the work on her first book, the true story of the shimmering Champion, 2002's Horse of the Year, Azeri. She hopes to get Azeri's book to the publisher soon, and to begin work on her second book, the moving biography of jockey Jean Cruguet, who guided the immortal Seattle Slew to victory as the only undefeated Triple Crown winner.

### **Greg Benenati**

Greg Benenati is a staff photographer at the *Arkansas Democrat Gazette*. Before moving to Arkansas he lived in San Diego for five years working as a graphic artist. He has a bachelor's degree in Photo Journalism from the Rochester Institute of Technology. He, his wife Katherine and their two dogs Coltrane and Mingus enjoy the outdoors and fine dining whenever they can.

### **Katherine Benenati**

Katherine is an associate city editor for the *Arkansas Democrat Gazette*. She has worked at the newspaper since 2004 serving first as a general assignment reporter and then an environmental reporter. Before moving to the Natural State, Katherine worked at newspapers in California and Maryland. She and her husband Greg, who is a photographer at the newspaper, live outside Little Rock, with their two dogs.

### **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 recently won the Missouri Association of Publication's Ranly Award for the Best Magazine Single Written Article, *Business to Business*, for publications with more than 25,000 circulation. Jeanne resides in Eastern Iowa with her husband and three daughters and enjoys trail riding and amateur showing on her horse, a former sprint-track Thoroughbred.

### **James Carman**

Jim has been the managing editor of *The Wilson Quarterly*, a general interest magazine affiliated with the Smithsonian Institution, for more than 20 years. He has written numerous pieces for the *WQ*, and also published essays in such magazines as *Adirondack Life*, *National Parks*, and *The Cornell Alumni News*. An accomplished pianist who often accompanies his wife in solos in church, he has contributed program notes for the Master Chorale of Washington, a noted choral group in the nation's capital, and also wrote the liner notes for their acclaimed CD of *The Holocaust Cantata*. He received a B.A. in English from Cornell University in 1983.

### **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.

### **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 23 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 Arlington, Va., 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. 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 thoroughbred racehorses and yearlings part-time. She's horseless now but has owned two in her life so far, both Appaloosas. The past two years she has served as a judge for the Castleton Lyons-Thoroughbred Times Book Award, honoring the best in literature in the thoroughbred racing industry.

### **Deb Dunsford**

Deb has written for publications including *Modern Bride* magazine; the Raleigh, North

Carolina, *News and Observer*; *High Plains Journal* (an agricultural publication), and several other horse and general interest publications. Her training duties have included media and presentation training for public relations and advertising agency clients, crisis management for Kansas State University's Cooperative Extension Service and more than 15 years as a university instructor teaching agricultural and general media writing, technical writing, oral communication, study skills, editing and English composition. Her undergraduate degree is in Agricultural Journalism from Kansas State and her Masters and Ph.D. are in English from Texas A&M. In her free time she enjoys golf and fly fishing.

### **Sue Hakola**

Sue returned to college at age 32 after 18 years as an operating room trauma nurse. She graduated from Ohio State University with a degree in medical illustration and started a freelance business in medical and veterinary anatomy and illustration in 1991. In 1995, she formed Equistar Publications, Ltd. to produce the *Illustrated Atlas of Clinical Equine Anatomy* and *Common Disorders of the Horse*. She has won numerous awards with the equine books and has had artwork on display in the Smithsonian Institute and in museums in Japan, Germany and Great Britain. She has worked as an adjunct professor at the Ohio State University in medical illustration.

### **Jane Houin**

Jane serves 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. She has also worked in college admissions on communication pieces, as a radio commentator, as a publications editor, and as a college instructor in various communications and literature courses. Jane received her bachelor's degree in agricultural communications from Purdue University where she also did her master's work in mass communication. Jane lives on her family farm,

which is home to nearly 50 Quarter and Paint horses and enjoys riding and competing in rodeos with her three children.

### **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. 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.

### **Bobbie Jo Lieberman**

Bobbie is an award-winning writer, editor and journalist with special interests in animals, health and spirituality. Growing up in Illinois and Minnesota, she loved horses and writing from an early age and has been fortunate to be able to pursue those twin passions throughout her career. She was a long-time Senior Editor of *EQUUS* magazine and later Editor & Publisher of *Modern Horse Breeding*. She has worked as a sports editor, newsletter editor, book author, literary agent and ghostwriter. Her work has been published in numerous horse magazines as well as the *Los Angeles Times*. When not wordsmithing, Bobbie enjoys endurance riding her Tennessee Walking Horse mare Gypsy and photographing endurance rides throughout the Southwest. She lives in southern Arizona.

### **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*.

## Jim Nissen

Jim Nissen is President and Creative Director of SWITCH studio a creative services firm specializing in publication design and branding with offices in Phoenix and New York. In 15 years SWITCH studio has designed over 60 different titles, producing over 800 issues for 40 publishers nationwide for clients such as Amnesty International, REI and the PGA tour. Jim sits on the executive board of the Arizona AIGA, is a member of the Phoenix Art Institute Professional Advisory Committee and member of the Society of Publication Designers in New York. He speaks regularly to student and professional groups on the subjects of Creativity in the workplace, Inspiration for designers, and Magazine production.

## Stella Otto

Stella temporarily put aside her love for horses and riding to attend Michigan State University with hopes of becoming a large animal veterinarian. Graduating with a degree in Horticulture, with a specialization in Fruit Production, she spent more than 10 years as a commercial orchard and farm market owner/manager. In 1991 she established OttoGraphics, an independent small press; publishing horticultural books for the home gardener. Her first book *The Backyard Orchardist*: A complete guide to growing fruit trees in the home garden garnered a Benjamin Franklin Award from the Publishers Marketing Association. The success of her publishing company has enabled her to return to her love of horses. While continuing her career as a publisher and freelance writer, Stella currently also operates a private boarding and lesson barn in northern Michigan. She, her husband, 2 children, and 3 cats, share the farm with 2 horses, who produce more than enough eventual compost for the family garden.

## Candace Pollock

Candace is technical 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. Candace holds a bachelor's degree in Journalism and Biology and a master's degree in Agricultural Communications. 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 28 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 continues to design and produce a computer magazine that publishes ten times a year. A recent project includes a prototype design for a new magazine. 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

This year, Sherry returned to the radio broadcast booth of the New Jersey Devils after 15 years covering horse racing and hockey as a writer and columnist for the *New York Daily News*. In 1992, Sherry became the first woman color analyst in the history of men's professional team sports with the NHL's Devils, but went back to sportswriting in 1995. Her other previous stints included writing for the *Bergen (N.J.) Record*, the all-sports newspaper *The National*, and *Newsday*. She was for many years the author of The Hockey Scouting Report. Her racing assignments included covering the Triple Crown, Breeders' Cup, and the summer meet at Saratoga Springs, N.Y. A graduate of Rutgers University-Newark, she was a member of the first class inducted into the Randolph (N.J.) High School Hall of Fame last year. She continues to contribute to various magazines and newspapers as a freelance writer.

## Jennifer Rowe

Since fall of 1998, Jennifer has taught six different magazine classes in the Missouri

School of Journalism including Magazine Editing, Magazine Design, Advanced Magazine Design, Magazine Staff, Intermediate Writing and Lifestyle Journalism. She is also editorial director of *Vox*, an award-winning weekly city magazine that appears in the Columbia Missourian newspaper and is distributed throughout Columbia. She worked as communications coordinator and editor for an association in St. Louis from 1989 to 1996. Jennifer also served as president of an association of editors during that time. She has a bachelor's and master's degree from the Missouri School of Journalism. Jennifer was a contributing editor for *Italian Cooking and Living* magazine as well as the *Magazine of Cucina Italiana*. Freelance writing projects have appeared in *Elle*, *Real Simple*, *Westways* and *Missouri Life* magazines. In 2004, she was a recipient of the Provost's Outstanding Junior Faculty Teaching Award.

### **Linda H. Smith**

Linda is the Executive Editor of Farm Journal Media's business magazine, *Top Producer*. Raised in Bucks County, Pa., she began riding horses when she was about 9 years old, and eventually owned two. With a Bachelor of Science degree in Secondary Education/English from Penn State, Linda began her journalism career in the crops department at *Farm Journal*, then moved into business management and marketing through courses at the Wharton School of Business at the University of Pennsylvania. Today, she helps plan the content of each issue and is responsible for writing and editing articles related to marketing and trade. She has received writing awards from the American Agricultural Editors Association and the National Association of Agricultural Journalists. She has served as president of a day care center; executive director of a nonprofit group, Centered Riding; and Public Relations Manager of Suburban Dog Training Club. For 20 years, she has been a freelance writer, editor and proofreader in the fields of veterinary medicine, human medicine and health care, as well as a range of other topics.

### **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](http://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, multimedia 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.”

## Susan Weiss

Susan is President of Net Tango, a web-based software development company, founded in 1996 in Louisville, Kentucky. Net Tango designs and builds interactive websites, software applications and database solutions. 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 Louisville Science Center Board, The Kentucky Science and Technology Corporation Board and Executive Committee and The University of Louisville's Entrepreneurship Council. Susan has also served on a number of other boards and has received the Women Business Owner of the Year Award by the National Association of Women Business Owners and the Distinguished Alumni Service Award from the University of Louisville.

## Dave Wohlfarth

Dave is a mass communications instructor at West Texas A&M University where he teaches print media classes. He's in his 17th 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 *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 sixth time.

## Lisa Wysocky

Lisa has a degree in Light Horse Management from the University of Minnesota and was successful in the national show ring for many years. Lisa is the author of *The Power of Horses* and its sequel, *Horse Country* (Fall 2008), and the co-author of the award-winning *Front of the Class*, which has been optioned by Hallmark for a Hall of Fame television movie. Many of Lisa's accomplishments center around her book *Success Within*, which shows that true success is being the best you that you can be. Her book and DVD, *My Horse, My Partner: Teamwork on the Ground*, show how ground training and desensitization build confidence, trust and respect between horse and human partner, and create an amazing relationship. A nationally recognized equine clinician, Lisa now trains horses for use in therapeutic riding programs and is a consultant to a number of NARHA (North American Riding for the Handicapped) centers. In 2007, she was chosen by ARIA (American Riding Instructors Association) as one of the Top 50 riding instructors in the nation.





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