



AWARDS BANQUET AND PRESENTATIONS
for material published in 2008

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2009 AWARD DIVISIONS

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EDITORIAL CONTENT



Class 1

NEWS REPORTING: NEWS BREAKING STORY (PRINT)

(9 entries)

1st

The Horse: Your Guide to Equine Health Care

“BLM Proposes Euthanasia to Control Wild Horse Population”

By Pat Raia

September 2008

Explains a possible national edict in clear, concise language why the economic situation is forcing the BLM to plan to use euthanasia to reduce the wild horse herds.

2nd

Pennsylvania Equestrian

“Turning for Home: PTHA Finds a Thoroughbred Horse Rescue with Teeth”

By Suzanne Bush

September 2008

Explanations are clear, and quotations are attributed to top officials and executives, indicating determination to collect information from all involved in all sides of the issue.

Class 2

NEWS REPORTING: RELATED FEATURE STORY (PRINT)

(28 Entries)

1st

Pennsylvania Equestrian

“New Bolton Researcher Cures \$17 Million Stallion’s Reluctance to Breed”

By Stephanie Lawson

July 2008

Readers move from beginning to end without a glitch to the surprise that a woman knew how to make mares entice a reluctant stallion into their boudoir.

2nd

Quarter Horse News

“Horse Slaughter Update Series”

By Rebecca Overton

May 15, and June 1, 2008

Interesting detail about the closure of horse-slaughter houses and the results about starving horses in the wild, but not so much as to make readers back off. Two-part series is necessary to contain the information.

3rd

Quarter Horse News

“Waiting for the Water”

By Linda Hussa

January 15, 2008

Lengthy, heart-rending story on the fate of wild horses bereft of water during a drought. A gripping word picture.

Honorable Mention

Thoroughbred Times

“Economic Slowdown”

By Jeff Lowe, Frank Angst, Steve Bailey, Pete Denk, Robin Stanback

August 9, 2008

Five stories of detailed information—directions to horse owners—about how to care for Thoroughbreds during the economic recession.

Thoroughbred Times

“Steroids: An Issue 50 Years in the Making”

By Jeff Lowe, Denise Steffanus, Frank Angst, Pete Denk, Joe Nevills

August 2, 2008

History of the use of steroids in horses, including details on what steroids do to the animal, particularly to geldings. Almost a must for today’s horse owner.

Class 3
INSTRUCTIONAL SINGLE ARTICLE
(circulation under 10,000 - 6 entries)

1st

American Farriers Journal
“Common Sense, Regular Care Lengthen Tool Life”

By Pat Tearney

January/February 2008

An inviting lede that tells the reader early on what to expect from the story. Good use of quotes throughout. Excellent “real-world” numbers and experience. This is the kind of how-to story that readers can really learn from.

2nd

The Whip
“What Do I Do When...? A Brief Guide to Pleasure Ring Manners and Customs”

By Susan Koso

June 2008

An interesting “how-to” look into the inner workings of pleasure ring manners. Thorough discussion. Nice variety of questions addressed.

Class 4
INSTRUCTIONAL SINGLE ARTICLE
(circulation 10,000 to 20,000 - 8 entries)

1st

Paint Horse Journal
“Show Me the Money”

By Irene Stamatelakys

July 2008

Love this headline. Witty and on target. Good job tackling a tough subject to talk about. Nice variety of sources. Excellent sidebar addition on how much your show is worth using a numerical example. Numbered steps keep the reader engaged.

2nd

Trot Magazine
“Break the Trend: A 10-Step Yearling Clinic with Carl Jamieson”

By Kimberly Fisher

September 2008

I love an article that starts out telling me what I will learn, and in how many steps. Good job getting the reader engaged early. Good use of quotes. The article is thorough, but concise and doesn't

bog down the reader. Great example of a succinct instructional piece.

Class 5
INSTRUCTIONAL SINGLE ARTICLE
(circulation over 20,000 - 21 entries)

1st

The American Quarter Horse Journal
“10 Western Riding Mistakes”

By Jim Bret Campbell

June 2008

Excellent headline and use of “Top 10” to draw the reader into the story. Good analogy upfront and real-world example of the 2005 AQHA World Championship Show. Excellent use of various sources. Readers love to read about “mistakes” because everyone makes them, but not everyone can be perfect.

2nd

The Horse: Your Guide to Equine Health Care
“20 Hot Weather Trailering Tips”

By Marcia King

July 2008

An informative article with lots of take-home for the reader. Great use of numbers as entry points. Various sources add credibility. Sidebar on “Buying a Cool Trailer” offers additional information while giving the reader a break from the main article.

3rd

Practical Horseman
“How to Win on the Flat”

By Emily Smith and Kip Goldreyer

June 2008

I love the “straight from the trainer’s mouth” concept of this article. She tells the reader early on what the premise of the article is and what to expect. A concise, how-to article that tackles what any student needs to know in a hunter-under-saddle class.

Honorable Mention

America's Horse
“Mind Over Matter”

By Holly Clanahan

February/March 2008

Excellent topic that addresses all levels of riders and

horsemanship. Great lede. The writer makes it seem like the reader has first-person access to professional Brent Graef. Thorough explanations and how-to discussion of loading.

Dressage Today
“Finding Clarity”

By Sue Blinks with Beth Baumert
September 2008

Nice headline. Great use of examples throughout the story. Bullet points in the “Increasing the Question” section are helpful and give the reader a break from the long body of copy.

Class 6
INSTRUCTIONAL SERIES
(10 entries)

1st

Paint Horse Journal
“Ride Strong”

By Abigail Wilder
January through December 2008

Nice lead for each story tied to season. Very clear and easy to understand. I like the use of glossary and sidebars. It doesn't get more step-by-step than this. A reader can take each story and get started, and continue to the next.

2nd

Horse & Rider
“Showmanship Polish”

By Andrea Simons with Alana Harrison
January, February, and March 2008

Writer establishes expertise, lays out the three-part series up front, and boxes tell what's in the next two. Throughout the series, reminds what was learned earlier. Lists the goal and how it benefits you in the show ring; mistakes and then correct method. Online tips for related issues/components.

Class 7
HORSE CARE
(circulation under 20,000 - 18 entries)

1st

The Chronicle of the Horse
“Producing the Perfect Pasture”

By Sara Lieser
July 4, 2008

This may not have been an earth-shattering topic

(pasture management), but it was the best written story of the class. It was clear and concise with a strong organizational structure. Source was utilized well and the quotes were used effectively. Clear and effective explanations made for a very effective and informative story on a topic that is important but might not necessarily be considered exciting.

2nd

The Florida Horse
“No Sweat”

By Denise Steffanus
April 2008

A strong, relevant lead and provided good, clear explanations of the scientific causes of horses not being able to sweat. Overall, this was exceptionally well written with a clarity and conciseness that made it rise to the top of its class.

3rd

The American Quarter Horse Racing Journal
“Dutch Treat”

By Holly Clanahan
November 2008

An excellent example of successful treatment to introduce the topic, and I especially liked that while using this example, you still crafted the lead so that it didn't just focus on this example, but that it let your audience know what the entire story was about. You did a great job explaining laminitis and I appreciated the clarity of your writing.

Honorable Mention

Paint Horse Journal
“Tying-Up: It's in the Genes”

By Irene Stamatalakys
August 2008

I appreciated your relevant lead and thought it worked well. Overall, a well-written piece.

The American Quarter Horse Racing Journal
“Bucket Baby”

By Andrea Caudill
February 2008

I liked the use of several sources, especially the ones who shared their own personal experiences. You had lots of nice direct quotes and had strong transitions.

Class 8
HORSE CARE

(circulation 20,000 and over - 15 entries)

1st

Barrel Horse News
"Tying Up Unraveled"

By Tanya Randall
June 2008

Loved the lead—caught the reader's attention right off the bat, and I loved that you were firing on all cylinders by incorporating direct quotes from your source early on and that her first quote was so provocative. Explanations were clear and easy to understand. Strong transitions help make the technical info understandable. A nicely put together piece with excellent new information for barrel racers to consider.

2nd

America's Horse
"Going Dutch"

By Holly Clanahan
January 2008

Excellent writing that really tells a good story. The example of Pepperoani is a great connection tool for the audience. I appreciated the conversational style of the article and the selection of quotes that seemed to let the audience get to know the sources. An overall exceptional story that clearly explains the issues and factors at play with laminitis and the use of wooden shoes as treatment.

3rd

Kara Stewart
"Holistic Healing"

Published in *Horse Illustrated*
March 2008

Good relevant, attention-grabbing lead to keep the reader interested. I liked that you integrated your source early on with effective direct quotes. I also appreciated the strong organizational structure of the story. Lots of good information and tips of what to do and what to watch for. Exceptionally well-written and informative with a clear and concise flow to the story.

Class 9
SERVICE TO THE READER

(circulation under 20,000 - 22 entries)

1st

The Texas Thoroughbred
"Immigration Issues"

By Denis Blake
September/October 2008

From beginning to end this article is a winner. Thorough research of a complex issue presented logically and concisely. Strong use of multiple sources and quotes. Exemplary use of sidebars. Overall, a shining example that others can learn from.

2nd

American Farriers Journal
"Softening the Blow"

By Pat Tearney
April 2008

This is what terse, descriptive writing is all about. Words are chosen with care; there's no fluff. Anyone can read this and understand what is being presented and why.

3rd

Cutting Horse Chatter
"15 Things Show Secretaries Wish You Knew"

By April Fingerlos
April 2008

Entry is a breath of fresh air. It exemplifies the notion that articles needn't be lengthy, complex, technical diatribes to provide reader value. The topic is valuable, and every sentence in the article speaks to the topic. It delivers what is promised by the headline.

Honorable Mention

Malama-Lio: The Hawaii Horse Journal
"Shipping Your Horse To (or From, or Within) Hawaii"

By Sarah Blanchard
May 2008

There's nothing fancy about this article, much to its credit. Strong research, solid information, effectively presented. The article delivers what is promised.

Mid-Atlantic Thoroughbred
“Region Divided Over Anabolic Steroids”

By Lucy Acton

June 2008

Entry catapults to the top tier of the class with ease. Overall, in-depth, complex information is presented clearly. The organization is strong, the use of sidebars for state rules is exemplary. The Q&A is killer good.

Class 10

SERVICE TO THE READER

(circulation 20,000 and over - 19 entries)

1st

EQUUS

“How Bad Is That Cough?”

By Christine Barakat

February 2008

The presentation choice, terse writing and informative sidebars combine to offer readers a user-friendly guide to analyzing the equine cough. Comprehensiveness and easy reading lift this entry to the top; an example worth emulating.

2nd

The Horse: Your Guide to Equine Health Care

“Horse Diseases and Humans”

By Roberta Dwyer, DVM, MS, Dipl. ACVPM
September 2008

Here's an example of how to pack lots of information into a short space without overwhelming the reader. Both the writing and format are clear and terse. Rather than recite clinical definitions, the information is provided in terms and a style the target readership can relate to. The sidebars are appropriate and strong, adding to rather than distracting from the main body. The mini glossary provides exponential benefit to this article as a reference source.

3rd

Western Horseman
“End of the Trail”

By Gary Hubbell

May 2008

Outstanding writing—clear, logical, terse. Compliments to the writer for going the extra step in drumming up sources for each trail mentioned.

Honorable Mention

Horse & Rider
“Riding It Out”

By Juli S. Thorson

April 2008

Easily one of the top entries in this class—terse, clean, informative. Creating an economic barometer for the reader, as well as the advice format is a strong technique, effectively used here.

The Horse: Your Guide to Equine Health Care

“Keeping Stalled Horses Happy”

By Pat Raia

November 2008

This article climbs to the top of the class with strong writing that engages the reader from the outset by making it personal. Strong use of sources and quotes and user-friendly presentation add to an enjoyable, informative read.

Class 11

SERVICE TO THE READER SERIES

(5 entries)

1st

American Farriers Journal
“Soring Series”

By Frank Lessiter

July/August, September/October, November, and December 2008

This is a stellar piece of work. Each article in the series is thoroughly researched, written with precision, engaging the reader from the outset. Combined, this series provides a comprehensive description of the problem, the challenges to correcting it, as well as the prospects for doing so. Excellent use of sources, sidebars and all of the rest.

2nd

Horse Illustrated
“Special Fitness Series”

By Patrice D. Bucciarelli

May and June 2008

Effective, clear writing throughout this two-part series. This is an admirable example of combining a story with easy-to-follow, step-by-step advice on how to accomplish what's being written about.

Class 12
PERSONALITY PROFILE

(circulation under 10,000 - 16 entries)

1st

Denise Steffanus
“Winning Ways”

Published in *The Texas Thoroughbred*
November/December 2008

A terrific, well written profile, this piece has it all: an interesting subject, excellent pacing and narrative structure, and a nicely balanced use of anecdotes and pertinent quotations.

2nd

The Texas Thoroughbred
“Mojo Rising”

By Shelby Downs
March/April 2008

This is a top-notch piece about an interesting character. The writer deftly took two aspects of his subject—Taylor’s Southwest Airlines job and his interest in horse ownership—and found the common denominator. In both, Taylor comes across as a principled, innovative figure.

3rd

The American Quarter Horse Racing Journal
“Sonny Days”

By Richard Chamberlain
May/June 2008

Profile had a lot of charm, and did a nice job of evoking the different stages of Sonny Bahner’s life through his reminiscences of different horses he had trained and ridden throughout his life.

Honorable Mention

Horse Capital Digest
“Chiacchia: The Comeback Kid”

By Nick Fortuna
November 2008

This piece picked a fairly narrow topic—recounting the effects of a harrowing riding accident from the rider’s perspective—and succeeded because it didn’t stray far from its objective. The reader comes away with great respect for Chiacchia’s determination, and his example, and sound advice, will surely inspire other riders who go through similar events.

NRHA Reiner
“Viva the Revolution”

By Kellie Carr
June 2008

A nicely written, evocative profile, this piece gave an insightful glimpse into the life and challenges facing a talented trainer. I liked how the writer allowed us to see the context in which Ruben Vandorp made his decisions, and the background information about the trainer’s horses was deftly woven into the piece without interrupting the flow.

Class 13
PERSONALITY PROFILE

(circulation 10,000 to 20,000 - 28 entries)

1st

Performance Horse
“Top 10 Greatest Horse and Rider Teams of All Time”

By Breanne Hill
July through December 2008

I often approach pieces warily that fall back on the “best of” formula, one of the primary tricks in the editor’s bag. But this series wowed me. It was a true tour de force that manages to strike a unique, insightful note in all 10 vignettes. I came away feeling I had glimpsed the entire history of these performance events and understood the passion and commitment that made these 10 pairs rise to the top.

2nd

The Chronicle of the Horse
“Eventing and Overall Horse of the Year: Theodore O’Connor”

By Kat Netzler
February 1, 2008

This is really a lovely piece that tells the story of a horse’s success with great affection. I liked how the writer allowed the words of the people involved in the horse’s training to tell so much of the story. It let the reader feel how much they were pulling for this horse to succeed while letting the horse remain the focus of the story.

3rd

Paint Horse Journal **"In Pixie's Dust"**

By Jessica Hein

August 2008

This is a real charmer of a piece. The writer chose her subject well, and nicely conveyed what makes Marilea Keating so successful. Her determination and confidence are inspiring, and all of that comes across effortlessly in this fine piece.

Honorable Mention

Pennsylvania Equestrian **"Equine Vet Propels Fair Hill's Excellence"**

By Terry Conway

December 2008/January 2009

A nicely done piece, though small in scale, has a number of fine moments and details. I liked how the passion and pleasure that veterinarian Anderson finds in her work shines through, and how delicately the writer wove in the unexpected connection to the tragic Barbaro without becoming maudlin.

The Chronicle of the Horse **"Courtenay Fraser Gambled and Won with Against All Odds"**

By Sara Lieser

March 14, 2008

This is a great profile, telling an interesting story about horse and rider with both insight and excellent pacing. I felt like I learned a lot about the sport of dressage simply by understanding the challenges of working with a less than ideal horse, and the writer did a super job of conveying the difficulty of competing at the championship level.

Class 14

PERSONALITY PROFILE

(circulation over 20,000 - 16 entries)

1st

Barrel Horse News **"Balancing Act"**

By Jennifer Zehnder

September 2008

These individual stories all read well. The writer has done a good job coming up with nice beginning sentences for each one. The writer has a nice style and gives the reader not only the facts but

also a sense of the personalities of the people in the different families. That makes it fun and entertaining, too.

2nd

Dressage Today **"Dressage Surf & Turf"**

By Guenter Seidel with Beth Baumert

March 2008

The description of the relationship between the rider and horse certainly catches the eye. Two excellent sentences carry that idea: "I didn't realize the horse's quality and appreciate what he was doing for me. He was so generous, eager and honest in the ring." There are other comments about this relationship that certainly add to this tale. The differences among the horses make for good reading, too.

3rd

The American Quarter Horse Journal **"What a Lady"**

By Tonya Ratliff-Garrison

November 2008

A great story about a greater lady. There is good description of this woman who faced several handicaps, including diabetes, with great character. This is the kind of sentence you like to read, too, because the words help you see the movement: "Ann's little pink boot scooted across the floor again, maneuvering the wheelchair back into the kitchen."

Honorable Mention

America's Horse **"What a Great Ride"**

By Becky Newell

December 2008

An excellent story on the career of a long time official with the American Quarter Horse Association. There is nothing wrong with any part of this story. It reads well and the writer uses some excellent quotes. Strong quotes or views really give the overall story strength.

The American Quarter Horse Journal **"Great Rides"**

By Honi Roberts

June, July, August, September, October, and December 2008

This is a great series of stories. There is excellent drama in all of the pieces that also makes a good read and compels the reader to continue. The strong lead-ins in each piece vaults the reader into what follows. The writer is a good story teller, and that is key.

Class 15
FEATURE ARTICLE

(circulation under 10,000 - 21 entries)

1st

The Score
"From the Vaqueros to the Arena"

By Phil Livingston

July through November 2008

An excellent series of stories on the history of team roping. And, if the term "history" turns you off, reading these stories will keep you turned on all the way through. This is a well researched and written series. It is valuable not only because it is a good story to read. It is also worthwhile for all the effort the writer has made to gather information from a lot of places and put it into one place.

2nd

Washington Thoroughbred
"Diary of a New Horse Owner"

By Ralph Vacca

January/February, June, and November 2008

Story keeps the reader interested all the way through as writer buys a race horse. Good stuff, especially about the owner's worries and concerns for the horse, her hopes for upcoming races, the victory and placing in other races.

3rd

The Texas Thoroughbred
"A Second Act"

By Shelby Downs

November/December 2008

A good story to write and this one is well told. There are some excellent quotes. The piece is also well reported, meaning that a lot of people were contacted for comments. There is a nice style and a lot of life to the piece.

Honorable Mention

L. A. Pomeroy
"The Art of Roping"

Published in *The Score*

November/December 2008

The writer presents some really good stuff to read as the artists describe how and why they paint what they paint.

NRHA Reiner
"Behind Every Good Man"

By Holly Endersby

January 2008

The insight in how wives team up with their husbands in the business aspect of the work is interesting to read. This is a well-written story with a lot of comments to carry the reader right along to the end.

Class 16
FEATURE ARTICLE

(circulation 10,000 to 20,000 - 33 entries)

1st

Horse Connection
"Whisper on the Wind: The Tom Bass Story"

By CuChullaine O'Reilly

November and December 2008

This is simply a great job of researching and writing, from start to finish. This story works on so many levels as Americana, as black history, as a horse tale, as a human interest profile. Perfection.

2nd

Trot Magazine
"Finding the Light"

By Jackelyn Gill

December 2008

Brilliant lead, great profile of a man who did not let a medical tragedy let him sink into self-pity. The writer is sympathetic without getting maudlin, which is often a tough balance to strike. You get to know and like the subject.

3rd

Hoof Beats
"The True Story of Crazy Good"

By Nicole Kraft

May 2008

This feature proves that sometimes the story behind the story is as good as the book itself. Solid sidebar. This truly is a crazy good piece.

Honorable Mention

Hoof Beats

"Home of the Brave"

By Jason Turner

October 2008

Sensitively handled story on the cost of war and how a life with horses may help a soldier's way back to a "normal" life. Good sidebar supplements the story.

Trot Magazine

"Something's Gone Awry"

By Kimberly Fisher

May 2008

Rather than just pontificate on the state of the harness racing industry, this writer goes out and talks to people and illustrates it. This is a bang-up job of taking dry statistics and using them to underscore real-life stories.

Class 17

FEATURE ARTICLE

(circulation over 20,000 - 29 entries)

1st

Western Horseman

"Parting with a Lady"

By Jim Overstreet

November 2008

Not only is it the very thing that any horse owner wants to read — the story of a good'un — but it's crafted to pull the reader on through. Not many magazine features anywhere could compete. It put shivers up my spine and tears in my eyes.

2nd

Western Horseman

"Trade Secrets"

By A.J. Mangum

September 2008

Good approach to a piece that could easily have gone into one of those too-long gunnysack of facts stories.

3rd

Horse & Rider

"What's in a Whorl?"

By Jennifer Forsberg Meyer

June 2008

I love this story for what it is: a good, solid look

at a subject of interest to the readership. I'll bet it would have tested high for readership and higher for 100% readership. There isn't a stopping place.

Honorable Mention

America's Horse

"Fine Wine"

By Andrea Caudill

August 2008

Entry strikes me as hitting the readership target perfectly and is an excellent example of what narrow issues publications should shoot for.

America's Horse

"Man's Best Friends"

By Andrea Caudill

May 2008

Good, practical, well crafted piece you would expect to get high readership scores. Good choice of topic and well presented.

Class 18

PERSONAL COLUMN

(circulation under 20,000 - 31 entries)

1st

The Chronicle of the Horse

"Following the Charles Schultz Philosophy"

By Tricia Booker

January 11, 2008

Excellent presentation with specific equestrian examples. Interesting use of Charles Schultz and good manner of interweaving equestrian theme.

2nd

The Florida Horse

"Darkest Before the Dawn"

By Paul Moran

September 2008

Hopeful piece that made me want to sit at the gates of Hialeah and wait for them to open.

3rd

The Chronicle of the Horse

"If Only the Olympics Had Turned Out Differently"

By David O'Connor

August 29, 2008

Author made good points and used specific examples nicely. Enjoyed the positive tone despite recent failure at the Olympics.

Honorable Mention

Malama-Lio: The Hawaii Horse Journal **“Mana’o Opinions and Comments: Trust Goes Both Ways”**

By Sarah Blanchard

October 2008

Nice story of trust. Flows nicely. Point at end is very impactful.

Thoroughbred Times **“A Rose for Eight Belles”**

By Billy Reed

May 17, 2008

Nice story and expertly told.

Class 19

PERSONAL COLUMN

(circulation 20,000 and over - 6 entries)

1st

Horse & Rider

“This Horse Life: For Whom the Belles Toll”

By Sue M. Copeland

July 2008

Author makes clear and valid points with a concise call to action for the betterment of the entire horse industry. Well done on a topic that could be polarizing. Instead, the author gives excellent food for thought.

2nd

Katherine Walcott

“Square Horses and Round Holes”

Published in *USDF Connection*

November 2008

Fun, tongue-in-cheek self-deprecatory tone along with an excellent point: like kids, horses need to be themselves.

Class 20

EDITORIAL

(12 entries)

1st

Quarter Horse News

“Hands Free”

By Katie Tims

November 15, 2008

An “old-fashioned” memory lends itself well to our struggles in these modern financial times. This story flows nicely from one line to the next, and

the theme is carried through the entire column. I wouldn’t have changed a word.

2nd

The Chronicle of the Horse

“Helmets Put the Odds in Your Favor”

By Tricia Booker

May 30, 2008

The writer establishes her credentials up front, and personal experience strengthen the argument for wearing safety headgear.

3rd

The American Quarter Horse Racing Journal **“The Other Steroid”**

By Dr. Brian D. Nielsen

November 2008

This was a very clear and concise argument for a deeper investigation into the use of cortisteroids in racehorses, and his “pain is a good thing” observation is one that needs to be explained to some of the non-horse people who regulate the industry.

Class 21

EVENT COVERAGE EDITORIAL CONTENT

(circulation under 20,000 - 21 entries)

1st

Mid-Atlantic Thoroughbred

“Requiem for a Missing Crown”

By Sean Clancy

August 2008

A poignant, exquisitely written tale that is as captivating to the reader as Big Brown. I found myself rereading sentences with a smile. They just had to be enjoyed again.

2nd

Thoroughbred Times

“Delivering the Goods”

By Jeff Lowe, Tom Law, Don Clippinger, Mark

Simon, Ed DeRosa, Pete Denk, and John

Sparkman

May 10, 2008

This package covers the Kentucky Derby from every angle and it does it with style and grace and awfully good reporting.

3rd

Thoroughbred Times
"Perfect in Every Way"

By Steve Bailey

November 1, 2008

This small package delivers big. The lede is lovely and the story that follows is touching.

Honorable Mention

Driving Digest

"The Best at Beesd"

By Melinda Takeuchi

November/December 2008

The writer does a wonderful job of recreating a stunning scene. This article was delightful to read.

Hoof Beats

"Perfect"

By Nicole Kraft, T.J. Burkett, Jacob Donham, and Megan Ruetsch

September 2008

A treat from start to finish. The article is thorough, well-reported and just plain fun.

Class 22

EVENT COVERAGE EDITORIAL CONTENT

(circulation 20,000 and over - 12 entries)

1st

Western Horseman

"Rodeo, Racing & Rowdy Crowds"

By Kyle Partain

July 2008

The author gives an insider's perspective to an internationally known event and in the process makes it almost new again. The lens through which the Stampede is viewed makes this a light, but highly informative read.

2nd

Barrel Horse News

"Moving Triumph for Murphy"

By Julie Mankin

May 2008

The writer incorporates the subject's personal tragedy into the story but keeps focused on the competition and the results. This is a meaningful, informative read that captures and holds the reader's interest.

3rd

The American Quarter Horse Journal
"The Full Ride"

By *The American Quarter Horse Journal* Staff
January 2008

Using blog postings to tell the story of a big event brings a very high personal quotient to this.

The writers do a great job of providing insight into the competitor's spirit even when it's about disappointment. Solid job bringing a world class event to a personal level.

Class 23

STUDENT EQUINE-RELATED JOURNALISM

(7 entries)

1st

Kandace York

"Balancing Act"

Published in *Equine Journal*

November 2008

What made this article stand out was the impact it created through using the sources themselves to tell the story. Using anecdotes, strong quotes and a rolling narrative, the author opened new channels of understanding for readers while making them feel as if they actually were talking to the riders in the story. The story, in general, is free of elements that get in the way of a smooth flow of information and ideas to the reader. It speaks directly to the interests of the readership and offers news and sources for the readers to use.



ADVERTISING DESIGN

Class 24

PUBLICATION STAFF ADVERTISEMENT

(circulation under 10,000 - 10 entries)

1st

Arabian Horse World "For 48 Years...The Distinguished Chronicle of the Arabian Breed"

Melanie Davis, Art Director
May 2008

Fabulous perspective. The photography and copy balance so nicely giving you a sense that the images are floating under your feet.

2nd

Arabian Horse World "*Besson Dreams Made Real"

Melanie Davis, Art Director
February 2008

Great use of texture and negative space creating a stillness that takes you right into the horse's eye...very powerful.

Class 25

PUBLICATION STAFF ADVERTISEMENT

(circulation 10,000 and over - 19 entries)

1st

USHJA In Stride "Something Different"

Whitney Allen and Jennifer Allen, Designers
April 2008

And different it is. Love the bold out of the box use of image and color. Strong and sets itself apart from the rest.

2nd

Thoroughbred Times "Spectacular Selection from Summerfield"

Tami Zigo, Graphic Designer
Rachel Deason Tussey, Copywriter
October 25, 2008

Though this ad is simplistic in nature it holds strong balance, font selection and photography—all culminating into an eye-pleasing ad that makes you want to read on.

3rd

Thoroughbred Times "You've Seen Them Run, Now Watch Them Walk"

Amy McLean, Graphic Designer
Patrick Attkisson, Copywriter
April 12, 2008

Eye-catching, unique choice of color and well laid out. This ad is clever and clean.

Honorable Mention

Paint Horse Journal "Champion of Champions"

Jim West, Designer
August 2008

A strong use of imagery and space was done by this designer. Great balance of body copy as well. Eye-catching.

The Northwest Horse Source "Elenbaas Equiscience"

Heather Chatterjee, Designer
December 2008

Peaceful and a warm message balancing in a photo that shivers with the cold. Strong and simple layout that is pleasing to the eye.

Class 26

CORPORATE/AFFILIATE ADVERTISEMENT

(11 entries)

1st

Pfizer Animal Health "Dormosedan"

Kristy Badger, Account Supervisor, Martin/
Williams Advertising
Kathy Miranowic, Marketing Manager, Pfizer
Equine Animal Health
April, May, and December 2008

Published in *Equine Veterinary Management*,
Journal of Equine Veterinary Science, *EQUUS*
Kudos to the designer of this ad. The photo selection with the enhanced black clouds in the background, the foreboding look in the horse's

eye and his head angled making you realize his enormous size are just great. The rest of the elements in the design are noncompetitive and do nothing but enhance and add to the point of the advertisement. This ad is unforgettable and is an advertiser's delight.

2nd

Purina Mills - Land O' Lakes Purina Feeds "My Strategy - Family"

Rob Echele, Senior Marketing Manager
Terri Lacey, Creative Director, Art Director
Bill Shelton, Writer
Multiple Issues 2008
Published in Equine Network publications
There is nothing that would keep me from delving into this ad. The way it is designed is so appealing. The offset subject in the photo and the clean simplicity of the typography are a breath of fresh air. It will beckon you to read and remember...just what every advertiser is striving for.

3rd

Purina Mills - Land O' Lakes Purina Feeds "WellSolve W/C - Eating Less"

Rob Echele, Senior Marketing Manager
Terri Lacey, Creative Director, Art Director
Bill Shelton, Writer
Multiple Issues 2008
Published in Equine Network publications
A great example of when less is more. The designer of this ad really understands typography and how placement and breathing room can work for their advertisers. The subject matter, perfect size and placement of the photo surrounded by the reason why you should buy this product really puts the message across.



COVER PAGE

Class 27

MAGAZINE COVER PAGE *(circulation under 10,000 - 23 entries)*

1st

The Florida Horse "Iron Will"

John D. Filer, Art Director
May 2008
The color of the headlines is harmonious with the photograph, and their size and placement is right on. The dark background of the photo makes the logo pop and even the bar of type and small photo above the logo are subtle enough not to interfere with the rest of the design. Simple, clean design that catches your eye immediately.

2nd

The Florida Horse "Jock"

John D. Filer, Art Director
October 2008
Terrific cover with a photo that demands your attention. The headline hits the mark, and the

3rd

The American Quarter Horse Racing Journal "The \$41 Million Man"

Justin Foster, Designer
Mikel Donahue, Artist
July 2008
The first rate artwork is made all the more striking by the intelligent use of white space. The red Q in the logo, the red bar at the bottom of the page, and the red type in the headline, all work together to balance out the page. Very clean, very sophisticated layout.

Honorable Mention

NRHA Reiner "Cira Baeck and Whizashiningwalla BB"

Bucky Harris, Production Coordinator and
Graphic Designer
September 2008
The excellent photograph is further enhanced by

overlapping the logo with it. Smart color choice in the logo harmonious with the photograph and strong enough to stand on its own. The headline placement, size and color couldn't have been better.

NRHA Reiner
"Team Italy Gold Medalists"

Bucky Harris, Production Coordinator and Graphic Designer
November 2008

The light blue logo picks up the colors in the photograph. Headline is well placed and the shadow effect used with the headline makes the type very readable. Intelligent use of type.

Class 28

MAGAZINE COVER PAGE

(circulation 10,000 to 20,000 - 18 entries)

1st

Hoof Beats
"Eye on the Prize"

Gena Gallagher, Art Director
January 2008

Striking cover that really catches the eye. Great use of photo with headline. Up close and personal. Bottom coverlines stand out, are easy to read, and I like that they include page numbers.

2nd

Performance Horse
"Create a Perfect Pattern"

John Brasseaux, Photographer
September 2008

Excellent photo that captures the intense concentration of both partners. Nicely balanced cover. Primary coverline is clear; smaller ones are easy to read and hit a variety of topics to pull in reader.

3rd

Western Shooting Horse Magazine
"Kenda Lenseigne and Justin - Shooting for Perfection"

John Beckett, Photographer
Julie Koeth, Stylist/Make-up
June 2008

Fun headline that works perfectly with title of the magazine and with the photo. Personable cover woman. I like the way the woman's hat works with the logo. Coverlines stand out and are easy to read.

Top cover line's red bar calls it out. Entire cover is well balanced

Honorable Mention

Mid-Atlantic Thoroughbred
"Big Brown Delivers in Preakness"

Barrie Reightler, Designer
Stuart Harman, Photographer
July 2008

Sterling photo with dust particles lighted. Perfect timing of the shot: Big Brown is lit by the sun, competitors in shade.

Performance Horse
"A Dying Method?"

John O'Hara, Photographer
October 2008

Horse and hackamore are in crystal clear focus with background out of focus so it is not distracting. Very clear which headline is the primary one that ties with the photo. The bold coverlines mean more entry points. Topline's black banner helps it stand out. Nicely balanced with price box on right.

Class 29

MAGAZINE COVER PAGE

(circulation over 20,000 - 19 entries)

1st

The American Quarter Horse Journal
"Close Up"

Clint Swarengin, Designer
Andrea Caudill, Photographer
September 2008

The unusual logo positioning on this cover is a real eye-grabber. The photo choice is excellent and the color selection couldn't have been better. A very classy cover in every aspect.

2nd

Practical Horseman
"Special Eventing Issue"

Alyssa Tavernia, Designer
Arnd Bronkhorst, Photographer
May 2008

A great photograph makes this cover pop, and the cropping of it couldn't have been better. Headlines are exactly where they should be, and the color choices don't compete with the photo, allowing the horse to take center stage without any distractions.

3rd

America's Horse
"America's Horse in Art"

Justin Foster, Designer
Don Bell, Artist
August 2008

This is a beautiful cover—simple, understated and eye-catching, mostly because of the terrific illustration. The logo placement and color of the type is spot on.

Honorable Mention

Dressage Today
"Half Halt for Better Balance and Rhythm"

Phillip Cooper, Art Director
May 2008

Among other things, intelligent color choices make this an excellent cover. The light blue headlines pick up the blue of the rider's shirt, and are perfectly positioned around the horse to create a very effective design.

Western Horseman
"Wylie's Wild West"

Ross Hecox, Senior Editor
Ron Bonge, Art Director
August 2008

The photo on this cover gets your attention right

away and does justice to the title of the lead article. That's what good covers are supposed to do, and this one does it with flying colors.

Class 30

TABLOID/NEWSPAPER COVER PAGE

(8 entries)

1st

Quarter Horse News
"Colorado Cool"

Deb Miller, Art Director
July 15, 2008

Very strong front page. Each element is well-placed and draws attention to itself. Clean and neat, with several entry points to entice readers into the magazine.

2nd

Horsemen's Yankee Pedlar
"Annual Horse Show Issue"

Louise W. Field, Photographer
William Greenlaw, Creative Director
April 2008

Excellent use of a photo that will be expected to carry the issue. Nice layout as page elements are independent of one another, but still work together. No interference of image by headlines.



EDITORIAL DESIGN



Class 31

EDITORIAL DESIGN

(circulation under 10,000 - 19 entries)

1st

The Florida Horse
"A Firm Anniversary"

John D. Filer, Art Director
May 2008

Strong photo used effectively. Nice use of a sepia-tone photo on lead spread with repeat later on.

2nd

Today's Pro Farrier
"Denny Bryan - A Man for All Reasons"

Kevin Hambel, Layout and Design
February/March 2008

It's a bold choice to open a story supported with photos with an illustration, but the designer was smart to do so, no doubt realizing the strength of the illustration. It works with the nice title that supports the story and there are good typographic embellishments throughout. The reader gets to know Denny though the words and images with many points of entry provided by the design.

3rd

**Today's Pro Farrier
"Trotting Along"**

Kevin Hambel, Layout and Design
April/May 2008

Strong opening spread and excellent background and inclusion of photo and shoe all which work so well with title and blurb. The design communicates well and its elements balance the goals of order and interest with aplomb.

Honorable Mention

**Driving Digest
"Imagine"**

Michelle Ross, Designer
September/October 2008

The opener pulls the reader in. The cut-out horse photo jumps off the page and into the other photo, unifying the page. Lots going on here, but establishing a hierarchy of elements creates an overall editorially strong presentation.

**The Florida Horse
"Florida Makes Strides with Anabolic Steroids Use Policy"**

John D. Filer, Art Director
April 2008

Attention-grabbing opener with strong typographic and photo treatment. Quotes add to the presentation as well-designed elements. Very nice touch of red provides contrast and focus.

Class 32

EDITORIAL DESIGN

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

1st

**Horsemen's Yankee Pedlar
"Living Your Dream: Vacationing on a Working Ranch"**

William Greenlaw, Creative Director
January 2008

The design of this piece is elegant. The photo selections and treatments on the opening spread drive the point of the article home. The typographic selection and placement is clean and non competitive. This is truly a case of less being more.

2nd

**Paint Horse Journal
"The Longest Ride"**

Kelly Wise, Designer
May 2008

The photo selection, typographic treatment and color choice are so inline with this early 1900's tale that I begin to get it even before I read it. The illustrated maps that bleed off the pages are a nice touch in bringing the enormous distance of this equestrian journey to the reader in visual form.

3rd

**Horsemen's Yankee Pedlar
"Hitch Horses: Impressing the Generations"**

William Greenlaw, Creative Director
February 2008

Powerful, is the feeling I get when I first view the double truck that begins this editorial layout and it is apropos considering the subject matter. The introductory headline is also strong in its simplicity and size. The following pages are classically designed with nice follow through.

Honorable Mention

**Horse Connection
"A Tree House for Horses"**

Jody Pugh, Designer
Valerie Young, Art Director
November 2008

The photo selections in this layout are great. The typographic treatment is so noncompetitive that it allows the white space to frame the photos. This design is a breath of fresh air.

**Quarter Horse News
"The Tradition Continues"**

Deb Miller, Art Director
December 1, 2008

Design utilizing past edition cover shots of the celebrated publication is great. The 30th anniversary graphic that begins the layout is tasteful followed by simply designed text that is noncompetitive. The shadowbox effects on the photos giving them dimension works well also.

Class 33
EDITORIAL DESIGN
(circulation over 20,000 - 16 entries)

1st

Western Horseman
“Chronicle of Cowboy Life”

Ron Bonge, Associate Art Director
March 2008

The art director's choice of opening photo is right on the money. The negative space in the circle is the perfect place to position the copy. The spreads continue to stay strong after the opener. The second spread with its descending point size typography is elegantly executed. Beautiful photography throughout.

2nd

EQUUS
“The 9 Most Bothersome Bugs”

Celia Strain, Art Director
May 2008

A very creative approach to an article on bugs. Enlarged silhouetted bugs sprinkled throughout the pages are very effective. Great cropping, placement and sizing of photos (including showing a very small horse on the opener). Great pacing throughout article and good attention to detail.

3rd

Western Horseman
“Picking Up the Pieces”

Ron Bonge, Associate Art Director
April 2008

Beautiful photos throughout this article. Each spread is beautifully designed, not just the opener. Speaking of the opener, it has all the elements of a winner....crisp, well-lit photograph, good placement, color, style and size of headline, nicely arranged secondary type.

Honorable Mention

America's Horse
“The Chosen”

Terry Stidger, Designer
February/March 2008

Breath-taking photo, nice placement of type and the blue initial cap draws the reader to this article. The following pages are neat and tidy and easy to read.

Western Horseman
“On the Wild Side”

Ron Bonge, Associate Art Director
January 2008

Wild colors and a strong image start this special article. The fun layout continues on the following spreads. Nice juxtaposition of free form silhouettes and checker board grid patterns. The sprinkling of all these elements throughout article keeps the reader interested from beginning to end.

Class 34
ONE PAGE OR TWO-PAGE SPREAD
EDITORIAL DESIGN

(18 entries)

1st

The Florida Horse
“Flexing His Muscle”

John D. Filer, Art Director
September 2008

Beautifully executed layout. Attention to detail is apparent. Clever design to pick up the navy color in the background sign and carry it throughout the spread... it really makes the elements pop. Beautiful vignette of foreground and elegant type wrap around horse. Clean strong headline type is the finishing touch to this award winner.

2nd

The Florida Horse
“No Bull”

John D. Filer, Art Director
April 2008

Eye catching color and strong design makes this layout a winner. Overlapping headline to background and overlap of rider's head to type add depth and dimension to this layout.

3rd

The Florida Horse
“Fight On”

John D. Filer, Art Director
September 2008

Strong photo, creative typography and elegant color choices are the recipe for success in this spread. Good attention to detail such as the shadow cast from the forest green panel and the partial horse silhouette. Good placement and creative arrangement for headline.

Honorable Mention

Western Horseman **“Well-Heeled”**

Ron Bonge, Associate Art Director

March 2008

Fun approach to depict spurs. Sharp photograph shows detail of spurs but blurs the background to make copy blocks very readable. Clean and easy-to-digest spread. All elements are well balanced on the spread.

Class 35

EVENT COVERAGE DESIGN

(13 entries)

1st

Arabian Horse World **“Salon du Cheval”**

Melanie Davis, Art Director

February 2008

This is a very well designed entry. Each spread is nicely composed, balancing photos and text. The rich background color ties in to the flavor of the photography and allows the reverse type to be easily read. This entry gives you the feel of a prestigious event.

2nd

Western Horseman **“Big Loop Bonanza”**

Ron Bonge, Associate Art Director

May 2008

Very good photograph used on the opening spread. Photographs and text are composed very well throughout. There is a good balance of size and subject matter.

3rd

NRHA Reiner **“Girls Night Out”**

Jana Thomason, Editorial Coordinator and

Graphic Designer

February 2008

Designer did a nice job composing this entry. Entry is organized and reads easily. The tint boxes are easy to read and balance very well with the photography. I think the logo that repeats throughout is nicely designed.

(NO CLASS 36)

PHOTOGRAPHY

Class 37

PUBLICATION STAFF COLOR **EDITORIAL PHOTOGRAPH**

(26 entries)

1st

Western Horseman **“Rockin’ on the Range”**

Ross Hecox, Senior Editor

August 2008

Perfect balance between sky and ground pop subject without forcing the viewer’s attention. Simple lines carry the eye through the image and express the scope and size of the landscape and story idea.

2nd

Western Horseman **“Raised from the Ashes”**

Ross Hecox, Senior Editor

November 2008

Excellent use of fill light while maintaining natural sunlight to highlight exposure creates a simple but elegant portrait. Good use of depth of field and focus to keep eye resting on subjects.

3rd

The Chronicle of the Horse **“Kate Aldrich and William Don’t Tell”**

Kat Netzler, Editorial Staff

September 26, 2008

Excellent focus and depth of field incorporate all of the action. Good composition and angle draws the eye into the subject matter nicely.

Honorable Mention

Hoof Beats

“Best of the Best: Southwind Tempo”

Ed Keys, Photo Researcher

January 2008

Good exposure and crisp focus capture action and feel of race. Horse's expression draws viewer into image and causes it to pop.

Western Horseman

“On the Wild Side”

Ross Hecox, Senior Editor

January 2008

Excellent use of light accents the scarf and creates an interesting photograph. Crisp focus and well balanced negative space builds a well thought out composition.

Class 38

OPEN COLOR EDITORIAL PHOTOGRAPH

(21 entries)

1st

Hoof Beats

“Celebrating 75 Years of Excellence”

Harry Giglio, Photographer

July 2008

Engaging angle of photo places viewer right in the middle of the action. Use of color and exposure cause subjects to pop out of background and draw the eye through the image.

2nd

Living Cowboy Ethics

“Justin Fields - Jay Dusard's Open Country”

Jay Dusard, Photographer

Spring 2008

Excellent exposure and use of light to create a beautiful mood throughout the image without competing with the subjects. Well balanced composition allows eye to meander through image and pick up different details with each viewing.

3rd

Modern Arabian Horse

“Andy Sellman Sunset Photo”

Stuart Vesty, Photographer

October/November 2008

Good use of the silhouette to create an emotional response in photo. Well done composition keeps all the elements balanced throughout image.

Honorable Mention

The Chronicle of the Horse

“Jos Lansink and Cavalor Cumano”

Cealy Tetley, Photographer

September 19, 2008

Great use of perspective to elevate a simple jump from the countless other photos of the same subject. Well planned.

Western Shooting Horse Magazine

“The Art of (Being) Steve Thornton”

Steve Thornton, Photographer

March/April 2008

Original angle and balance of composition creates an interesting and engaging photo. Good exposure and use of color adds interest to image.

ILLUSTRATION

Class 39

OPEN ILLUSTRATION

(8 entries)

1st

Washington Thoroughbred **“Shimmer of Silk”**

Pam Parker, Artist

August 2008

I love this piece. The gaze of the horse is soft and poetic. The coloring is sensitive, while the composition is strong. The gentle curve of the reins is a beautiful linear contrast to the shapes within the composition.

2nd

Practical Horseman
"Thinking Horseman"

Deborah Palen, Illustrator
December 2008

I like the style and sophistication of this illustration. The color is clean and well balanced, and I like the border breaks. I appreciate its conceptual nature. Thinking Horseman, thinking artist.



SPECIALTY CLASSES



Class 40
EQUINE-RELATED ANNUAL
DIRECTORY

(5 entries)

Class 41
EQUINE-RELATED SHOW OR EVENT
PROGRAM

(5 entries)

1st

Horse Capital Digest
"Horse Capital Digest Farm & Service
2008-2009 Directory"

Summer Best, Editor

John Filer, Art Director

Michael Compton, Executive Editor

August/September 2008

Entry combines a good cover with well designed editorial and clean easy to read lists. There is a good use of typefaces and sizes on the cover. The editorials are distinctive and don't fight with the advertising. The choice of type face, size and leading make the list flow.

2nd

The Florida Horse
"The Florida Horse Farm & Service
Directory 2008-2009"

John Filer, Art Director

Michael Compton, Editor

June/July 2008

Designer incorporated a good photo and nice use of type to create an eye-catching cover. The editorial content is designed well and separates from the advertising. Very good use of elements on the well designed contents page. Typeface and spacing makes the lists easy to read.

1st

NRHA Reiner
"2008 NRHA Futurity & Adequan North
American Affiliate World Championship
Show Program"

Kathy Swan, Executive Editor

Carol Trimmer, Sr. Director of Publications

Jana Thomason, Editorial Coordinator and
Graphic Designer

November/December 2008

Entry has an interesting cover treatment. Repeating the cover graphic works nicely on the editorial pages which are well designed. The editorial pages are consistent with good use of typefaces throughout and separate from the advertising. The back of the book is organized and easy to follow.

2nd

The Horse: Your Guide to Equine Health
Care
"AAEP Convention Wrap-Up 2007"

Kim Brown, Publisher/Editor

March 2008

The cover is nicely designed using a good photograph and a clean easy-to-read type treatment. Inside the pages are simply designed and consistent with a common graphic treatment.

Class 42
EQUINE-RELATED SPECIAL ISSUE PUBLICATION

(9 entries)

1st

Blood-Horse Publications
"Breeders' Cup Commemorative Magazine"

Jacqueline Duke, Editor

Suzanne Dorman, Creative Director

Lynsay Harris, Design Assistant

Dana Kelly, Beth McCoy, Brian Turner, Mary K.

White, David Young, Artists

October 24-25, 2008

The designer of this entry did an excellent job combining type, photography and a logo that is repeated throughout the book, to create an eye-catching cover. Inside the issue there is a consistency of layout and also a creative use of elements which makes you want to turn the page.

2nd

Arabian Horse World
"Arabian Horse World's Las Vegas 2008 World Cup Guide"

Leigh Brandt, Designer

Denise Hearst, Editor

April 2008

The cover of this entry is very well designed. It combines a great photograph, type and graphic elements in an interesting way. The cover treatment repeats through the book but even with so few editorial pages this design is able to pull this off. The slight changes from story to story are creatively handled.

Class 43

EQUINE-RELATED NEWSLETTER (PRINT)

(2 entries)

1st

CEH Horse Report

Gregory Ferraro, Director, Center for Equine Health

Barbara Meierhenry, Editor

Larry Galuppo, Associate Professor of Equine Surgery

Jorge Nieto, Chief, Equine Surgical Emergency and Critical Care Service

January 2008 and October 2008

A very clean, crisp publication with easy-to-read text and crisp photos and graphics. The color combination on the front cover is very attractive and inviting; it has a natural, "earthy" feel. I especially like that each issue seems to be devoted to one subject with a variety of articles that focus on that subject.

Class 44/45

EQUINE-RELATED BOOK

(13 entries)

1st

Trafalgar Square Books
"Beyond the Track: Retraining the Thoroughbred from Racehorse to Riding Horse"

Anna Morgan Ford, Author

Amber Heintzberger, Writer

Carrie Fradkin, Designer

Copyright 2008

Engaging front and back covers draw the reader inside. Very well organized step-by-step format clearly spells out how to work with the OTTB from start to finish. This book would be a great guide for anyone restarting a horse's training, OTTB or not.

2nd

Equine Network
"Healthy Hooves: The EQUUS Guide to Understanding Your Horse's Feet and Keeping Them Sound"

Laurie Prinz, Editor, *EQUUS* Magazine

Celia Strain, Art Director, *EQUUS* Magazine

Copyright 2008

A very well put together compilation of information-rich articles on a subject critical to all horse owners. Nicely augmented with excellent photos and clear illustrations and section heads. Strong back cover design and copy to prompt readers to look inside.

3rd

Trafalgar Square Books
"The Complete Guide to Hunter Seat Training, Showing and Judging: On the Flat and Over Fences"

Anna Jane White-Mullin, Author

Carrie Fradkin, Designer

Copyright 2008

Right from the well organized back cover copy and

into the content, this book does a wonderful job of taking the reader from the riding foundation basics to the important judge's eye view. This is really two books in one. The many photos and illustrations are well augmented with useful captions that support the text. Fold over end flaps are a nice extra that help readers hold their place when they come to an especially important section.

Class 46
EQUINE-RELATED 2008 CALENDAR
(8 entries)

1st

Arabian Horse World
"Arabian Horse World's 2008 Calendar"

Melanie Davis, Art Director

This calendar is a work of art. The varied subjects in the photos are so interesting and beautiful. The subtle mottling of color in the background and the classy typographic treatments softly enhances the photos. Even with all of this great graphic technique it is still clearly a calendar with plenty of clean space for marking dates and keeping track of life.

2nd

Western Horseman
"2008 Cowboy Calendar"

Ron Bonge, Associate Art Director

The designer of this piece really made a nice selection of photos. It's really quite beautiful the way the "cowboy" landscapes change their seasonal content with the months. The photos are so natural, un-posed and full of life. The original illustration on each calendar page is a nice touch. The date grids are clear and wide open. This is a wonderful design through and through always keeping to the cowboy theme.



ELECTRONIC MEDIA



Class 47
ONLINE NEWS REPORTING: NEWS BREAKING STORY
(9 entries)

1st

Jennifer Bryant
"2008 Olympic Equestrian Competition of Horse Health Coverage"

August 10-30, 2008

Published on TheHorse.com

The readers get a backstage pass to the world's premiere horsing event. While it doesn't help make up for those heartbreaking losses, it eases the pain. Lovely writing and a nice array of coverage.

2nd

TheHorse.com
"Hurricane Ike Coverage"

Erin Ryder, News Editor
September 11, 16, 17, and 26, 2008

These wonderfully reported articles provide valuable resources and information to readers and detail the plight of hurricane victims that don't always get so much press.

Class 48

ONLINE NEWS REPORTING: RELATED FEATURE STORY

(7 entries)

1st

EquiSearch.com

“On the Rail: Do the FEI Drug Testing Rules Need to Change?”

Nancy Jaffer, Author

Kate W. Lindon, Content Manager

October 1, 2008

A well-reported story that highlights an issue that isn't likely to go away. The writer demonstrates the limits and inflexibility of the law making a compelling argument that change may be needed.

2nd

EquiSearch.com

“On the Rail: Farewell to the People's Pony”

Nancy Jaffer, Author

Kate W. Lindon, Content Manager

June 10, 2008

A sad and fitting tribute to a “little guy.” The story's imagery and ending are both poignant.

Class 49

ONLINE SERVICE TO THE READER ARTICLE

(5 entries)

1st

BloodHorse.com

“Losing the Iron Horse?”

Eric Mitchell, Executive Editor Digital Media

Mary Kay White, Artist

July 28, 2008

Online reference tools are often compilations of articles or extensions of thoughts started in print. This special report offers such a level of research depth and information that it far outshines most projects this judge has seen in the past. And in working to answer a key competitive question, the writers have provided readers plenty of detail to back up a wide range of assertions. This is a top notch entry that has staying power for readers to return to again and again.

2nd

MyHorse.com

“Keep On Hauling”

Lauren Anne Back, Contributing Editor, *The Trail Rider*

July 15, 2008

It's a bit ironic several months later to read this fuel-saving story in light of the continued drop in gas and diesel prices. The writer does a solid job of answering a wide range of questions, including some super fuel-saving tips. The reference page of trucks and their operating costs gives the reader a quick, one-stop decision-making tool.

Classes 50-53

EQUINE-RELATED WEBSITE

(9 entries)

1st

EquiSearch.com

Kate W. Lindon, Content Manager

Site graphic design is outstanding. Presentation of material on the front page supports the main level of navigation thereby reinforcing content organization. Action item links are called out separately. Advertising does not distract visitors. Statement of purpose is well defined and supported with features of the site as well as number of site visitors.

2nd

BloodHorse.com

Eric Mitchell, Executive Editor Digital Media
Chris Dawahare, Operations Manager Digital Media

Dan Liebman, Editor-in-Chief, *The Blood-Horse*

Graphic design is clean and well organized. Categories of navigation are deep and relatively easy to find content. Action item links such as subscribe, Give a Gift as separate navigation level is a proven method of driving users to act. Mobile version is a feature that demonstrates this site is cutting edge. Statement of purpose is well defined.

Class 54
**EQUINE-RELATED NEWSLETTER
(ELECTRONIC)**

(8 entries)

1st

TheHorse.com
“Horse Health E-Newsletter”

Megan Arzman, Photo/Newsletter Editor
Erin Ryder, News Editor
August 12, 2008 and December 16, 2008

I really dig this newsletter. The layout has a nice flow to it and I like that it's centered on my computer screen so I'm always easily focused on it. It's simple in design, yet does its job effectively. Great use of white space. The newsletter has a “clinical” feel to it, but that jives with the audience and its purpose very well.

2nd

EquiSearch.com
“On the Trail”

Laurie Prinz, Editor
Kate W. Lindon, Content Manager
August 29, 2008 and September 24, 2008

This is a nice e-newsletter for trail riders. I like its simplicity and easy-navigate style. It has an attractive header and it's got great potential for add-ons without spoiling its overall look and purpose. For a newly launched newsletter, this one is well-done.

Class 55
EQUINE-RELATED BLOG

(10 entries)

1st

HorseCity.com
“Amy's Blog/The Mare with No Name”

Amy Kiel, Author
August 26 through October 9, 2008

Blog is easy to navigate including right hand navigation displaying calendar, my blog links and last comments. Blog content is written in conversational manner. Blog tools are numerous encouraging reader engagement. This is an excellent example of a blog that engages. Each post has numerous comments demonstrating readers are responding.

2nd

EquiSearch.com
“The Jurga Report”

Fran Jurga, Author
Kate W. Lindon, Content Manager
January through December 2008
Blog is active with numerous posts. Topics vary in subject matter. Numerous social media tools are available to visitors. Well organized and easy to navigate. Blog is well integrated into the web site.

Class 56
EQUINE-RELATED VIDEO

(8 entries)

1st

BloodHorse.com
“Reliving a Classic Rivalry”

Russell Johnson, Producer and Director
Lenny Shulman, Features Editor
Alex Cutadean, Camera and Production Assistant
April 22, April 28, May 12, and May 27, 2008
Quality of video is excellent. Content of video is superb. Allows viewers to select from three parts to view the entire story.

2nd

TheHorse.com
“Ryder Report: Horse Health News”

Erin Ryder, News Editor
Adam Spradling, Videographer
Russell Johnson, Producer/Director
November 4, 2008
Video quality is excellent. Subject material interesting and diverse.

Class 57
**ONLINE EQUINE-RELATED
ADVERTISEMENT (STILL)**

(4 entries)

1st

HoofCare.com
“Wake Up to Fran Jurga’s Hoof Blog”

Fran Jurga, Design
Sarah Condon, Photographer
Farrier Katlin Bell, Model
February 2008

This is an eye-catching, clean and readable ad.
Simple yet powerful.

Class 58
**ONLINE EQUINE-RELATED
ADVERTISEMENT (ANIMATED)**

(2 entries)

1st

Pfizer Animal Health
“Solitude IGR Widget”

Kristin Ruff, Marketing Manager, Pfizer Equine
Animal Health

Kristy Badger, Account Supervisor, Martin/
Williams Advertising

June through September 2008

Published on HorseCity.com, Equine.com and
EquiSearch.com

Ad was not only well presented but offered site
visitor action through the use of the widget.

Effectiveness of the results is apparent with the
click through rate.



SPECIAL AWARD

Class 59
MERIAL HUMAN-ANIMAL BOND AWARD
(10 entries)

Winner
Tracy Spurlock
“A Chance Meeting”
Published in *Horse & Rider*
May 2008



GENERAL EXCELLENCE



Class 60

TABLOID/NEWSPAPER

(6 entries)

Winner

Steeplechase & Eventing Times

Joe and Sean Clancy, Editor/Publisher
“For Starters” feature is an excellent entry into a well-designed and accessible newspaper. Stories, photos and other graphic elements are used nicely with each other to tell complete stories. Writing is consistently solid, and ledes are clever, varied, and enticing.

Honorable Mention

Horsemen’s Yankee Pedlar

Molly John, Editor
Susan DiPietro, Publisher
Angela Antononi, Art Director
Impressive editorial content that seems to be responding to the general desire for chunks of information. The articles are reader-friendly and offer “news you can use.” Photography is excellent.

Class 61

ASSOCIATION MAGAZINE

(circulation under 15,000 - 11 entries)

Winner

Trot Magazine

Darryl Kaplan, Editor
Susan Longley, Art Director
Standardbred Canada, Publisher
This magazine is so refreshing and is a stand-out among the competition. Its look is simply unique, from the bold and contemporary logo and simple cover formula, to the Trot 4 Kids section in the back of the book. The Across the Board front-of-book section is filled with morsels of information all packaged in a playful way. And the tone of the editorial follows suit. The 2008 State of the Industry package is willing to take on tough subjects and more trend stories as well as profiles.

Honorable Mention

Hoof Beats

Nicole Kraft, Editor
Gena Gallagher, Art Director
U.S. Trotting Association, Publisher
Starting Lines, the front-of-book section is one of the strongest in this category. It offers a perfect combination of association news, events and updates with excellent sidebars and boxed copy that makes it a pleasure to read and easily accessible. The magazine offers humor, interactive Q & As with stars, service, day-in-the-life features and some stunning photography.

The Score

Julie Mankin, Editor
Colin Evans, Art Director
National Team Roping Horse Association, Publisher
These covers display good use of titles and decks to explain and sell stories. The writers and editors obviously have fun with the editorial content, and it shows. From the cleverly titled medical story “Joint Venture” to the personal and accessible style of the editor’s letter the words reflect the enjoyment those involved have with the magazine. And the magazine isn’t afraid to take risks with feature designs. Readers get a little bit of news, a little history, and a good time with *The Score*.

Class 62
ASSOCIATION MAGAZINE
(circulation 15,000 and over - 11 entries)

Winner

Living Cowboy Ethics

William Reynolds, Editor

Robin Ireland, Art Director

The Paragon Foundation – GB Oliver, Publisher

This magazine has such a strong aesthetic that extends from cover to cover; you almost want to put each issue on display. The lifestyle editorial content that includes books and music is refreshing in this genre. In addition there's sophistication in the typography that few other magazines can match. Nothing looks accidental or unintentional, and attention is paid to the appropriate use of bold and italics to designate more important information and create a hierarchy with the typography. The stunning photography caps off the book-like feel that this magazine has.

Honorable Mention

Modern Arabian Horse

Amy Train, Editor

Arabian Horse Association, Publisher

The design is classic and simple. The Bits and Bites pages were a welcome shift from the earlier more formatted pages. There's an elegance within the pages of this magazine that's incredibly appealing.

The Blood-Horse

Dan Liebman, Editor

Stacy Barse, Publisher

Suzanne Dorman, Art Director

Publication of Thoroughbred Owners and Breeders Association

This magazine has a newsy feel to the cover, and the interior content lives up to that. The Out of the Gate two-page photo works so well in the front of the magazine—incredible visual appeal. But take a breath... from there this thing is packed tightly with info and data. The breakdown of the Kentucky Derby with the photos and number placements is phenomenal.

Class 63
STATE OR REGIONAL PUBLICATION (ANY FORMAT)
(9 entries)

Winner

The Florida Horse

Michael Compton, Editor

John D. Filer, Art Director

Florida Equine Publications, Publisher

This magazine has so much to offer. Starting with the cover, the bold flag or logo really stands out among the competition as does the use of sell lines about it. The more formatted department pages provide a nice background and allow the feature stories to really shine. There are little surprises and delights within the pages. There's a strong sense of pacing with the contents as readers weave from departments to features and then round out the book with regional news and an essay.

Honorable Mention

Mid-Atlantic Thoroughbred

Lucy Acton, Editor

Barrie Reightler, Publisher/Art Director

The Statistical Review is one impressive piece of reporting with valuable data and information. The writing is authoritative, and the magazine covers a lot of people within its pages.

(NO CLASS 64)

Class 65
SELF-SUPPORTED MAGAZINE
(circulation under 15,000 - 5 entries)

Winner

Today's Pro Farrier

Matt Gillis, Editor

Kevin Hambel, Art Director

Scott Davidson, Publisher

The whole look of this magazine is great. There is a bold feeling to much of the editorial design that matches the strong and powerful subject of this publication. The typography was obviously born out of professionalism. The choices and complementary handling of the photographs embellishes the subject matter of the editorial content.

Honorable Mention

Arabian Horse World

Denise Hearst, Publisher/Editor

Melanie Davis, Art Director

Elegant is the word that best describes this publication. Classy fonts, abundant white space and very professional photographic choices cause this magazine to be a cut above the rest.

Class 66

SELF-SUPPORTED MAGAZINE

(circulation 15,000 and over - 10 entries)

Winner

Keeneland Magazine

Jacqueline Duke, Editor

Suzanne Dorman, Art Director

Stacy Bearse, Publisher

This publication is beautiful. The editorial designs are obviously well thought out. It's apparent that the typography and photos have been handled with great care. There are many instances of typographic and graphic treatments repeated throughout the articles that cause visual flow and cohesiveness. The advertisements are tastefully placed amidst the pages of editorials. The paper stocks used for the cover and internal pages have a good feel and weight to them. The whole publication stays in keeping with the subject of the magazine.

Honorable Mention

The Horse: Your Guide to Equine Health Care

Kim Brown, Publisher/Editor

Dana Kelley, Art Director

Good things do come in small packages and this is one of them. This informational publication has a very clean design to it. There is no doubt as you follow an article, through the well-placed ads, where to continue reading. Section headings are also reader friendly. This cohesiveness is all caused by the well-designed typography and graphics that are obvious even if you only thumb through the pages. The magazine stays to the subject.



OVERALL PUBLICATION



Keeneland Magazine

Keeneland Magazine is substantially more than the sum of its stories. It offers its readers a feel of the heritage and lifestyle of the Bluegrass and lets them be a part of it. A crafted editorial mix with stunning feature design, *Keeneland* presents a fresh, innovative and often insightful look at topics that may have been visited before. It takes a confident editorial team to put illustrations on the cover when most magazines are screaming with large photo-formatted covers, but it is a bold move that further enforces the personality of the magazine. Even the larger format reflects the larger-than-life character the magazine embodies. Title and subdisplay type are bright and inviting on topics that range from issues to personalities. It is simply a strong, classy magazine that serves its purpose by serving its readers and being ever mindful of the editorial purpose that sets it apart.

Kathleen Barczak owns her own design business in Milwaukee, Wisconsin. In the past she was a creative director for Western Publishing and most recently she managed the Creative Department at GMR Marketing.

Greg Benenati is a staff photographer at the *Arkansas Democrat-Gazette*. Before moving to the Little Rock area, he and his wife, Katherine, lived in San Diego for five years, where he worked as a graphic artist. He has a bachelor's degree in photojournalism from the Rochester Institute of Technology in New York.

Katherine Benenati is an assistant city editor for the *Arkansas Democrat-Gazette*. She has worked at the newspaper since 2004 serving first as a general assignment reporter and later covering the environment. Before moving to the natural state, she worked at newspapers in California and Maryland. She and her husband Greg live outside Little Rock with their two dogs.

Jeanne Bernick 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 has been the managing editor of *The Wilson Quarterly*, an award-winning general interest magazine affiliated with the Smithsonian Institution, since 1986. 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 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.

Steve Cornett was raised on a farm in Randall County, graduated from West Texas State University on the GI bill, working the farm and at the *Amarillo Globe News*. He began his career in Wichita as farm writer for the *Wichita Eagle Beacon*, to editor of the *Kansas Farmer Stockman*, and then returned to Canyon, Texas, when his dad died. He worked at Texas Cattle Feeders Association and farmed. He is editor emeritus of *Beef Today* and continues to write a monthly column for *Beef Today* and contribute regular blogs to AgWeb.com from his ranch in Hall County, Texas.

Marie Garafano grew up in Philadelphia and now lives in Florida. She received her BFA from The Philadelphia College of Art. (now The University of the Arts), where she taught for many years. She was a successful illustrator and has illustrated several books, including *Ginger Goes on a Diet* for Houghton Mifflin, a story about a foster child and her cat. She has taught watercolor and children's book illustration for several years. She has participated in many juried shows; The Philadelphia Sketch Club, Works on Paper, and Small Oils and Woodmere Art Museum, among others. She won the Edith Emerson prize for portrait at Woodmere in 2003. Since moving to Florida, she has participated in several shows and recently gained Signature status in The Florida Suncoast Watercolor Society Transparent Show and an award of Honorable Mention for her piece. Her work is owned by many private collectors. It is also on view at The Philadelphia Museum of Art's Sales and Rental Gallery.

Jane Houin 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 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.

John Meekins 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*.

Stella Otto 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, two children, and three cats, share the farm with two horses that produce more than enough eventual compost for the family garden.

Candace Pollock 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. Pollock 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 is a partner in a successful design firm, www.reuter.net, specializing in publication design. Sharon has 29 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. 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 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 sports writing 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 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 since fall of 1998. 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* and *Missouri Life* magazines. In 2004 she was a recipient of the Provost's Outstanding Junior Faculty Teaching Award and in 2009 was a recipient of the prestigious William T. Kemper Fellowship for Teaching Excellence at MU.

David Simon has nearly 10 years of experience in editing and writing. Now a communications specialist for the Henry M. Jackson Foundation for the Advancement of Military Medicine, he began his career as a textbook editor for MacMillan/McGraw-Hill before earning a master's degree in journalism from Columbia University in 2002. Since then, he has worked for several news publications, including the *Queens*

Chronicle, *Carroll County Times* and, most recently, *The Frederick News-Post*. David has won multiple regional and national awards, including two National Headliner Awards. He was also among a select group of finalists in the competition for the 2009 Dart Award for Excellence in Coverage of Trauma.

Linda H. Smith is Executive Editor of *Top Producer*, Farm Journal Media's business magazine for commercial farmers and ranchers. She has received writing awards from the American Agricultural Editors Association and the National Association of Agricultural Journalists. She has been a freelance writer, editor and proofreader in a wide range of topics and served as president of a day care center; executive director of Centered Riding; public relations manager for Suburban Dog Training Club. Raised in Bucks County, Pennsylvania, she began riding horses when she was about nine years old, and eventually owned two Thoroughbreds, with an interest in foxhunting and dressage. Currently horseless, she enjoys competing her Corgis in agility, obedience and rally.

Patricia Smith 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.

Douglas Perret Starr Ph.D. is Professor of Agricultural Leadership, Education, and Communications, College of Agriculture and Life Sciences at Texas A&M University. At 83, he states that he has had three careers, each of them interesting, challenging, and more fun than anyone deserves. His first career that totaled 19 years, included a newsman for The Associated Press in three states covering government and politics, and crime and racial desegregation; a reporter for the Opelousas, Louisiana *Daily World*; a copyeditor and headline writer for the *Dallas Times-Herald* and the *Denton (TX) Record-Chronicle*; and a copyeditor, headline writer, and columnist for the *Fort Worth Star-Telegram*. For seven years, his career took a turn to public relations and speech ghostwriter for the Florida State Treasurer-Insurance Commissioner and for the Florida State Department of Commerce and Industry. He has been a professor of journalism and of agricultural journalism at Florida State University, University of North Texas, and Texas A&M University - 37 years all told. Douglas served his country in World War II and the Korean War.

Joan Tantillo, 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."

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

Willie Vogt joined Farm Progress Companies as technology editor 1996 after freelancing for six years. He was promoted to Editorial Director in 2004 where he has held the responsibility for managing the company's 19 publications since that time. A graduate of Iowa

State University, Willie's career has included work in public relations firms, trade publishers and as an agricultural journalist. He has written for a wide range of publications from the *Minneapolis Star-Tribune* to *Consumers Digest* to *Wallaces Farmer*. He lives with his wife, Bobbi, in Eagan, Minnesota.

Susan Weiss 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.

Lisa Wysocky is an equine clinician and motivational speaker who consults with therapeutic riding programs. With degrees in animal science and journalism, Lisa is a former newspaper reporter who now writes and edits books. She is the co-author of *Front of the Class*, which aired in December as a Hallmark Hall of Fame television movie on CBS. Her book and DVD, *My Horse, My Partner: Teamwork on the Ground* help horse and human partners bond through knowledge of equine behavior, traditional ground training and desensitization. Lisa combines horses and country music in her book *Horse Country: A Celebration of Country Music and the Love of Horses*. She is a registered level NARHA (North American Riding for the Handicapped) instructor, and was recently chosen as one of the country's top riding instructors by ARIA (American Riding Instructor's Association). As a clinician, she helps horses and humans connect, and helps people understand the "whys" behind equine behavior. She also tours with clinician Sam Powell and "The Power of a Whisper" Lecture Series where she and Sam contrast two schools of thought in reaching the same goal: true horse/human partnership. Learn more at www.LisaWysocky.com.



American Horse Publications
49 Spinnaker Circle
South Daytona, Florida 32119

Phone (386) 760-7743
Fax: (386) 760-7728
E-mail: AHorsePubs@aol.com
www.americanhorsepubs.org

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