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Anniversary
SEMINAR
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2010 ANNUAL AWARDS PROGRAM

for material published in and dated 2009

AWARDS BANQUET AND PRESENTATIONS
JUNE 19, 2010 ~ LEXINGTON, KENTUCKY



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EDITORIAL CONTENT

Class 1

NEWS REPORTING: NEWS BREAKING STORY (PRINT)

(14 entries)

1st

Trot Magazine

"Finding Leadership"

By Keith McCalmont

September 2009

Well-sourced, informative and authoritative. The writer goes beyond just reporting the facts, but explains what's at stake as well as what remains to be seen. And he covers the issue from all angles.

2nd

Horsemen's Yankee Pedlar

"Boston Police Mounted Unit Faces Uncertain Future"

By Susan Correia

Molly Johns, Editor

May 2009

The writer does a great job exploring the unit's rich history. Wonderful flourishes, like the horses' names and some clever anecdotes and images, are peppered throughout the story. A fine read.

3rd

Pennsylvania Equestrian

"CEM Returns to US; Three Exposed Mares Quarantined in Pennsylvania"

By Suzanne Bush

March 2009

Great reporting with impact and context up high.

Class 2

NEWS REPORTING: RELATED FEATURE STORY (PRINT)

(21 entries)

1st

Mid-Atlantic Thoroughbred

"Table Games Debate Heats Up at Charles Town"

By Bill Finley

October 2009

This is an excellent piece that provides a blueprint for how to craft a winning news story. A strong lead, a commanding sense of the subject, smooth transitions, and powerful quotes all help balance a well-paced narrative.

2nd

Hoof Beats Magazine

"Racing and the Recession"

By Jason Turner

November 2009

A nice, comprehensive look at the myriad effects the economy has had on the horse-racing industry. Usually the segmented approach the author took would be problematic, but here it works to the benefit of the reader, allowing the effects on separate—though related—parts of the industry be understood more clearly.

3rd

Pennsylvania Equestrian

"Showing at the Fair? Prepare to Pony Up to Meet PDA's New Requirements"

By Stephanie Lawson

June 2009

A good piece of reporting on an issue of local interest. The author raised some good questions about the need for certain veterinary certifications at state fair events and the economic hardship that complying places on participants.

Honorable Mention

Trot Magazine

"The Curious Case of the Mistaken Mares"

By Brittney Mayotte

August 2009

A fascinating piece, an excellent subject, and a good job of reporting.

Western Horseman Magazine

"Enough Already"

By Debbie Moors

October 2009

There is some very good writing on display here.

Class 3

INSTRUCTIONAL SINGLE ARTICLE (PRINT)

(circulation under 10,000 - 8 entries)

1st

Danvers Child

"Gettin' Testy: A Hoof Tester Primer"

Published in *Professional Farrier*

January 2009

Cute title. Pictures tell the step by step.

2nd

Horsemen's Yankee Pedlar

"Helpful Hints for Pulling and Braiding Manes"

By Sue Perry

Molly Johns, Editor

April 2009

Information is comprehensive. Steps are clear and progression is clear.

Class 4

INSTRUCTIONAL SINGLE ARTICLE (PRINT)

(circulation 10,000 to 20,000 - 8 entries)

1st

Paint Horse Journal

"Smart Choices"

By Amy Center and Janet Cawley with Jessica Hein

September 2009

Excellent article for the beginner to experienced equestrian. Good insight into what the course designer was striving to do. High in clarity, content and usefulness as a step-by-step article.



2nd

Paint Horse Journal

“Change for the Better”

By Rod Safty with Jessica Hein

July 2009

Great article about lead changes. Shows the various problems and what to do about them. Illustrations are good in clarifying where change in lead should come in the ring. Easy for readers to absorb and apply to their training.

Class 5

INSTRUCTIONAL SINGLE ARTICLE (PRINT)

(circulation over 20,000 -10 entries)

1st

Practical Horseman

“Heads Up! Rethinking Fall Safety”

By Sandra Cooke

August 2009

Great how-to article addressing how to be safer in a fall. Step-by-step based on stage of the fall. Good sidebars and pictures illustrating falls and techniques. Intro convinces the reader there are new facts behind the story.

2nd

Horse Illustrated

“7 Habits of Highly Effective Barrel Racers”

By Micaela Myers

May 2009

Very clear step-by-step arrangement of the article. It looked at the topic holistically—all the way back to the horse’s fitness and the rider’s balance and ability through very specific tactics for barrel racing. Commentary was enough to explain each point but not overwhelming. This is one a reader can digest and apply readily.

Class 6

INSTRUCTIONAL SERIES (PRINT)

(9 entries)

1st

Western Horseman Magazine

“Cowboy Cross-Training”

By Ross Hecox

February, March, April 2009

This article sings. The easy “voice” sounds like shared advice rather than a lecture. Excellent connection between concepts and well-organized “how to” steps...all tied to practical use of the horse outside formal competition.

2nd

Horse & Rider

“Clinton Anderson’s Do-It-Yourself Training”

By Jennifer Forsberg Meyer

January through May 2009

Very good writing and excellent use of the side-bars to sum up how readers can glean the most knowledge from each article. Nice use of second-person voice.

Class 7

HORSE CARE (PRINT)

(circulation under 20,000 - 17 entries)

1st

Quarter Horse News

“Multiple Issues”

By Susan Morrison

March 1, 2009

A thorough piece with important information for the horse owner to know and use. The first two graphs do a great job of setting up the piece and pulling the reader in. The content, itself, provides the momentum and is presented through statistics, quotes and anecdotes.

2nd

Washington Thoroughbred

“Preparing Your Farm for a Disaster”

By Ed Kane, PhD

January 2009

This disaster piece is complete and cohesive. It details what should be done and why and gives the reader resources to do it. The tone is appropriate and the use of active verbs keeps the information-laden text readable.

3rd

Appaloosa Journal

“Hooks, Ulcerations and Wolf Teeth, Oh My!”

By Tafra Donberger

July 2009

This story is service oriented and presents strong content. Though the information is not all new to many readers, it is presented in such a manner as to pull the reader in with a figurative lead that introduces the meat of the article.

Honorable Mention

Equine Journal

“How To: Read Your Feed!”

By Celeste Karpf

Kelly Ballou, Editor

June 2009

This piece delivers what it promises: Ten bits of information. It is complete and easy to read. The subheads are entry points for the reader and the language is active and authoritative with the use of strong quotes.

The American Quarter Horse Racing Journal

(merged with *The American Quarter Horse Journal*)

“Barefoot and Running”

By Andrea Caudill

January 2009

This piece has the proper tone for a serious and nontraditional topic and strong content that is readable and interesting. The author introduces the subject matter and then fans out into the topic at large.



Class 8

HORSE CARE (PRINT)

(circulation 20,000 and over - 15 entries)

1st

USHJA In Stride

“Providing Quality Care in a Faltering Economy”

By Rachelle Wilhelm

February 2009

Very topical subject that is thoughtful and service oriented. The first graph is sharp, to the point and signals immediately what this article is about by good word choice and crisp writing.

2nd

EQUUS

“Special Report: Is Your Horse Too Fat?”

By Joanne Meszoly

February 2009

A strong special report that uses authoritative sources and relative anecdotes to approach an all-to-familiar topic. All pieces relate to each other and provide a forward momentum, taking the reader easily to the end.

3rd

EQUUS

“When Horses Hurt”

By Allison Stewart

August 2009

A first-person piece almost guarantees a conversational, easy-to-read piece, and this one doesn't disappoint. Packed full of information—data, scientific principles, drugs—this article delivers the information by using examples and background and active voice. It makes every attempt to pull the reader into the meat of the piece and help him/her understand the details and the big picture. Interesting, Informative and Educating.

Class 9

SERVICE TO THE READER (PRINT)

(circulation under 20,000 - 23 entries)

1st

The Chronicle of the Horse

“Confused About Amateur Rules?”

By Mollie Bailey

November 13, 2009

Clearly explains the pitfalls facing riders who want to maintain amateur status. Good to have sidebar quoting the rule—let readers see for themselves. Excellent what-ifs scenarios to help clear up any misunderstanding.

2nd

Malama-Lio: The Hawaii Horse Journal

“Cincha Fit: Is Your Cincha Right for Your Horse?”

By Pete Gorrell

Sarah Blanchard, Editor

December 2009

A real service to the horse by educating the reader as to proper location and length of the cinch. The lesson is explained in easy-to-understand terms and illustrated well with photos.

3rd

Trot Magazine

“On The Hook”

By Ed O'Leary

October 2009

Good to quote the new rules verbatim in the text. Many sides interviewed for the story.

Honorable Mention

Lisa Kemp

“But I Paid the Photographer. What Do You Mean, I Don't Own the Photo?”

Published in *From The Horse's Mouth*

June 2009

In a clear manner with good examples, the author explains copyright law and why you hire a professional in this era of do-it-yourself digital photography.

Paint Horse Journal

“Precious Pearls”

By Irene Stamatelakys

May 2009

Fascinating, extensively researched story about a mysterious “new” horse color that's really been around for centuries.

Class 10

SERVICE TO THE READER (PRINT)

(circulation 20,000 and over - 20 entries)

1st

EQUUS

“Special Report: The Frugal Horsekeeper”

By Joy Parise

Christine Barakat, Assignments Editor

January 2009

This is a well-organized package that covers more than the obvious ways for a horse owner to trim costs. Two sidebars really stood out—where NOT to cut corners and a trip to the dollar store as an unexpected source for supplies. A lot of thought went into these stories and it shows in the writing as well.

2nd

The Horse: Your Guide to Equine Health Care

“Employment and Immigration”

By Pat Raia

February 2009

A timely topic is approached in both a practical and personal manner. The story is logically organized and provides a lot of information without overwhelming the reader. This story can be of use to a variety of equine-related fields.



3rd

Ryan Bell

“Up Snake River”

Published in *Western Horseman Magazine*

February 2009

This story reminds me of the mom who cuts her kid’s veggies into dinosaur shapes—you enjoy it so much, you don’t realize how much mental nutrition you’re receiving. Part travelogue, part history lesson, this isn’t as much a “how to” (although there is good info) as an article that shows how careful planning can make a ride like this possible. Flowed from beginning to end, with a satisfying kicker.

Honorable Mention

Dressage Today

“Workout with Steffen and Shannon Peters”

By Kelly Sanchez

March 2009

Who knew how much “off-horse” work went into the physical conditioning of world-class riders? Even for the recreational equestrian, this profile/workout guide is an eye-opener, with the exercises tied in to a rider’s needs.

Horse Illustrated

“A Greener Stable”

By Sharon Biggs

April 2009

An important “think globally, act locally” story for everyone down to the backyard horse owner. Smart sources were sought out and used to strong effect. Concise writing, good organization, and a very useful topic.

Kara Stewart

“From Day Job to Horse Job”

Published in *Horse Illustrated*

February 2009

The writer approached people in a variety of equine-related occupations. Not just a “how to” but also an article that might inspire a reader to think outside the box. Good organization, concise writing.

Class 11

SERVICE TO THE READER SERIES (PRINT)

(5 entries)

1st

The Chronicle of the Horse

“When ‘Someday’ Becomes Today” / “The Grieving Process: Taking Care of Yourself” / “In Their Own Words”

By Anne Lang

July 3, 2009

Excellent articles giving all the pros, cons and costs of everything from how to put down your horse to death to what to do with the body. Practical advice delivered in a clear-headed manner without sentimentality.

2nd

Denise Steffanus

“Foaling—Stage I: Recognize Early Signs” / “Stage II: The Foal Arrives” / “Stage III: Afterbirth and Aftercare

Published in *Thoroughbred Times*

January 3, 17, and 31, 2009

Everyone thinking of breeding their mare should be required to read this series. The articles fully prepare you for what’s supposed to happen and what to do when things go wrong.

Class 12

PERSONALITY PROFILE (PRINT)

(circulation under 10,000 - 19 entries)

1st

Florida Sporthorse Magazine

“A Legacy of Love”

By Christie Gold

Fall 2009

This is a great story with a perfect balance of horse information and people information.

2nd

NRHA Reiner

“Roger Brazeau”

By Kellie Carr

Kathy Swan, Executive Editor

Carol Trimmer, Sr. Director of Publications

April 2009

Really got to know the person and why he was in the hall of fame. The anecdotes gave some insight into his personality.

3rd

American Farriers Journal

“Three-Ring Farrier”

By Jeremy McGovern

March 2009

What a fun read. The story included the ins and outs of working with this unique client. Good job of giving readers a feel for the man and telling them about his client.

Honorable Mention

NRHA Reiner

“Emily Winegar”

By Cynthia McFarland

Kathy Swan, Executive Editor

Carol Trimmer, Sr. Director of Publications

July 2009

A great profile that lets readers get to know the subject, her involvement with her horses and enough about the horses, too.

Western Horse UK

“It’s All in the Mind”

By Tally Wade

November/December 2009

A good short piece that is well focused on the subject. The writer also lets the subject tell his own story with just enough writer intervention to move it forward.



Class 13

PERSONALITY PROFILE (PRINT)

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

1st

Mid-Atlantic Thoroughbred

“Life Lived Large: The Tale of Dickie Small”

By Vinnie Perrone

February 2009

This is one long story, and worth every second of the reader's time. The preciseness of word choice, the rhythm, the meticulous attention to detail, bit by bit, painting the portrait of Mr. Small's personality, seating the reader alongside the author and subject—Zoweee. The writing never falters. There is nothing unnecessary. This is the kind of writing all should aspire to.

2nd

Equine Journal

“Dr. Henri L.M. van Schaik: To the Threshold of Your Own Mind”

By Kip Mistral

Kelly Ballou, Editor

August 2009

The lead is beautiful, both in imagery and as context for the vignettes that follow. Personality profiles are among the toughest things to write; doing so effectively by using the first-hand impressions of so many authors—WOW. The reader learns something about the subject's methods, but within the context of who he was.

3rd

Quarter Horse News

“Shooting the West”

By Sonny Williams

December 1, 2009

Dynamite lead—that's how you paint a picture with words. There's plenty of biography here, but offered as context for insight to O'Hara's photographic psyche. The sidebar offers a microcosm of this, getting inside his head for the reasoning behind the mechanics.

Honorable Mention

The Chronicle of the Horse

“Doug Hannum Keeps Horses and Humans Happy”

By Kat Netzler

July 3, 2009

This is strongly written, clear and concise, with superior use of sources and quotes. This entry is one of only a handful in the class that gets at the subject's personality.

The Chronicle of the Horse

“Judgement ISF Has Raised the Standard of American Breeding”

By Coree Reuter

December 4, 2009

This is an outstanding article. Along with strong, engaging writing, it provides an example of how you show rather than tell, how you share the personality, rather than just the events. That's a powerhouse conclusion for a personality piece, too. Bottom line, the reader leaves knowing something about who Judgment is, not just what he did.

Class 14

PERSONALITY PROFILE (PRINT)

(circulation over 20,000 - 11 entries)

1st

Western Horseman Magazine

“A New Brand of Brannaman”

By Melissa Cassult

January 2009

This piece is tersely written, with strong use of sources and quotes. Most of all, it's a wonderful selection of details, which are the fabric of personality. Overall, this is an outstanding effort that achieves the top honor in the class for delivering what it promises—insight to the personality of a particular individual.

2nd

Keeneland Magazine

“Bronze Age”

By Rena Baer

Jacqueline Duke, Editor

Winter 2009

Excellent writing, focus and clarity are what move this entry to the top tier. Without getting hung up on the details of chronology, the writer engages the reader from the start with a creative, appropriate lead. Flowing from that is a superior effort of describing this artist being what she does.

3rd

Western Horseman Magazine

“Tragedy to Triumph”

By Melissa Cassult

May 2009

Overall, this is one of the strongest entries for writing overall.

Class 15

FEATURE ARTICLE (PRINT)

(circulation under 10,000 - 20 entries)

1st

Washington Thoroughbred

“The Irish Pinch”

By Sheila Shannon

September 2009

A great piece with a wonderful sense of place and strong narrative flow. The playfulness of the narrator remains consistent throughout, drawing the reader in as co-conspirator in her mischievous game of clothespin tag. This is terrific storytelling at its best.

2nd

NRHA Reiner

“Reading, Writing, and Riding”

By Karen Shedlauskas

Kathy Swan, Executive Editor

Carol Trimmer, Sr. Director of Publications

July 2009

A well-crafted essay with excellent organization and pacing. Nice mix of anecdotes, direct quotes, and information that convey a lot of detail about the subject.



3rd

NRHA Reiner

“Cut Your Spending, Not Your Show Season”

By Holly Endersby

Kathy Swan, Executive Editor

Carol Trimmer, Sr. Director of Publications

January 2009

A timely subject that is covered well. The writer organized the piece well by breaking it down into different categories and had a nice mix of information and lively quotations. Even though the emphasis was on the information, the personalities of the speakers were allowed to shine.

Honorable Mention

Steeplechase Times

“History Call”

By Joe Clancy

April 24, 2009

This is a nice story that is well told. Good pacing and use of quotes to move the story along and underscore key points.

Western Horse UK

“Foundations: Developing Feel; Perfect Timing; Experience”

By James English

July/August, September/October, November/December 2009

I liked the writer's easy, conversational tone, which allowed him to impart a lot of useful information without becoming tedious in this nice series.

Class 16

FEATURE ARTICLE (PRINT)

(circulation 10,000 to 20,000 - 19 entries)

1st

Trot Magazine

“Knock, Knock”

By Kimberly Fisher

May 2009

This article is a well-balanced, well-organized report on an incendiary topic. Writer did an excellent job of putting animal rights groups into the proper context for horse people, including some quotes about how the spotlight can improve the equine business.

2nd

Western Shooting Horse Magazine

“Against All Odds”

By Doreen Shumpert

January/February 2009

This article compares favorably to what is published in *Sports Illustrated*, which has some of the best profile-type journalism in publishing. The narrative carries the story and the quotes add depth and impact.

3rd

Lisa Kemp

“To Air is Divine—Lippizzans and the Airs Above the Ground”

Published in *Equine Journal*

April 2009

Excellent lead paragraph that sets the tone for the article. Nicely organized. Adds colorful detail to readers' knowledge of these animals.

Honorable Mention

Mid-Atlantic Thoroughbred

“For Sassy Hound, Retirement Takes an Arresting Turn”

By Maggie Kimmitt

May 2009

Very well written. Nice lead and good return to the subject at the end of the article. Very well organized and extremely readable.

Quarter Horse News

“The Trainer”

By Linda Husa

December 15, 2009

Good lead and excellent use of quotes, especially the last one.

Class 17

FEATURE ARTICLE (PRINT)

(circulation over 20,000 - 24 entries)

1st

America's Horse

“True Blue”

By Richard Chamberlain

January/February 2009

The love this family has for the horse, both as a member of the family and a part of their profession, really shines through in this emotionally impactful, well-written article.

2nd

Barrel Horse News

“The First Family of Fast”

By Breanne Hill

December 2009

Very well written and organized with a great background story and good choice of quotes.

3rd

The Blood-Horse

“Down on the Farm”

By Lenny Shulman

January 17, 2009

Great timely topic with a range of sources spanning the nation touched by the economic downturn. The author put a lot of effort into this piece, and it shows.

Honorable Mention

Ryan Bell

“Catch the Train to Elko”

Published in *Western Horseman*

January 2009

What a unique piece. Never knew such an event existed.



Western Horseman Magazine

“La Pialada”

By Ryan T. Bell

July 2009

Really like the emphasis on culture and a glimpse of how it's done through how equipment is made. Great angle.

Class 18

PERSONAL COLUMN (PRINT)

(circulation under 20,000 - 30 entries)

1st

The Steeplechase Times

“A Lucky Man”

By Joe Clancy

March 17, 2009

Not sure when, if ever, a lead-and-kicker link is used so well, and doubt it was luck. This is a great column.

2nd

The Chronicle of the Horse

“No Fingernails Required”

By Tricia Booker

October 2, 2009

This is the way a good column drags you in and holds you. This is good writing. From the “what do fingernails have to do with horses?” question posed by the headline to the end. Makes you curious, feeds your curiosity.

3rd

The Chronicle of the Horse

“A New Appreciation”

By Beth Rasin

November 20, 2009

Sometimes it's a task to tie together your real life and what you write about and not seem self absorbed. This column does it and helps readers look at their own priorities at the same time.

Honorable Mention

Equine Journal

“Equine-Assisted Economic Recovery”

By Ange Dickson Finn

Kelly Ballou, Editor

June 2009

The idea of giving executives one horse for each \$100,000 of bonus so they'll plow their money back into the economy is sheer brilliance. As is the whole column, which suggests we would have economic recovery immediately if the government just gave everybody a horse.

Trot Magazine

“The Third Sunday in June”

By Kimberly Fisher

June 2009

Here's a writer who likes to use the language, and that's about as high a compliment we can pay. Like the way she begins and ends with the book and see the point of the argument.

Class 19

PERSONAL COLUMN (PRINT)

(circulation 20,000 and over - 14 entries)

1st

Horse & Rider

“My Funny Valentine”

By Jennifer Forsberg Meyer

February 2009

Cleverly and fluidly written and a pleasant surprise of a subject for a horse magazine. It's about horses, but then it's not really, is it? The “three little words that mean so much” being “call the vet” is about as well handled as anything seen in any publication.

2nd

Horse & Rider

“Size Matters”

By Sue M. Copeland

September 2009

This one sneaks up on you before you know you're about to have to make a value judgment, which is exactly what a good opinion piece should do. Lay out the case then add the nudge to push them across the divide.

3rd

USDF Connection

“Use Your Head”

By Karen McGoldrick

June 2009

Having known too many head-injured horse people, this is the most important column of the year. It's well written and, because of that, it will make a difference.

Class 20

EDITORIAL (PRINT)

(17 entries)

1st

Thoroughbred Times

“No Easy Button Available for Racing”

By Mark Simon

September 12, 2009

A heckuva lead and what follows is just as good. The piece is vibrant, colorful. And it makes strong points and tells tough truths.

2nd

Quarter Horse News

“Any Given Thursday”

By Katie Tims

June 15, 2009

It's refreshing and heartbreaking to see this editorial writer step away from her desk. The images she brings back are wrenching and her call for help should be heard.



3rd

Thoroughbred Times

“Racing Must Control the Discussion”

By Mark Simon

September 5, 2009

The writer’s authority on the topic shines through. The piece is punchy and powerful.

Honorable Mention

The Blood-Horse

“Plain and Simple”

By Evan Hammonds

July 11, 2009

There’s a lot of depressing stuff here and that’s meant in a good way. The writer doesn’t beat around the bush at all, just as the lead implies.

Trot Magazine

“No Holds Barred”

By Andrew Cohen

May 2009

Informed and concise. The reporting on this piece is exhaustive and the picture he paints of the industry, alarming.

Class 21

EVENT COVERAGE EDITORIAL CONTENT (PRINT)

(circulation under 20,000 - 30 entries)

1st

The Chronicle of the Horse

“Early Applause Lives Up to His Name in AHJF Hunter Classic Spectacular”

By Tricia Booker

February 27, 2009

This is well-written with strength and drama. It is the kind of story that carries the reader right along, and it makes you see and feel the action.

2nd

The Chronicle of the Horse

“Sapphire Finds Her Just Reward in the CN”

By Tricia Booker

September 25, 2009

An excellent story that gives the reader the sense of actually being there to see the action. Interviews with riders who explain why they did what they did really work, too. This is an excellent example of how such an event should be covered.

3rd

Paint Horse Journal

“Good Fences”

By Jessica Hein

May 2009

Excellent tale from the competitor’s standpoint of what it took to win. Lots of good comments by the competitor, too, about the cows, the competition and his mounts. All together, it is a good story well told.

Honorable Mention

Hoof Beats Magazine

“The Hambletonian: Mission Accomplished”

By Nicole Kraft

T. J. Burkett, Co-author

September 2009

This is a written story well. The writer obviously knows the subject of the story, and it shows. I cannot think of a thing to say to improve this except to keep writing such great stories.

The Chronicle of the Horse

“Rumba Reigns Supreme in \$100,000 ASG Software Solutions/USHJA International Hunter Derby Finals”

By Tricia Booker and Mollie Bailey

September 4 2009

Great story related with lots of the drama of the event. Excellent comments from the rider, too. Good description of the course, the jumps and the horse. All in all, a top story by a talented writer and reporter. Both are necessary for a story like this.

Class 22

EVENT COVERAGE EDITORIAL CONTENT (PRINT)

(circulation 20,000 and over - 11 entries)

1st

The Blood-Horse

“Me-Oh Mine!”

By Steve Haskin

May 9, 2009

An excellent story with lots of detail. It is well written so it does not bog down. It covered the horse, the people, and the event.

2nd

Barrel Horse News

“Grand Slam for Duke at LG Pro Classic”

By Kenneth Springer

April 2009

A good combination of covering the event and the people involved. The emotion comes through as well as the results.

3rd

USHJA In Stride

“The International Hunter Derby Finals”

By Rachelle Wilhelm

October 2009

The story maintained the excitement of the event while getting all of the information into a well written article.



Class 23

PUBLICATION STAFF ADVERTISEMENT (PRINT)

(circulation under 10,000 - 14 entries)

1st

NRHA Reiner

"The Slide of Your Life"

Bucky Harris, Production Coordinator/Graphic Designer

October 2009

Excellent visual with photo, and great choice in style and color of type. Verbage is clear and not too wordy. Makes you want to join today.

2nd

Canadian Arabian News

"Cyty Heat"

Christina Weese, Graphic Design

Avalon Photography (Minnesota)

August 2009

Classy use of type style and design that creates an elegant image for an elegant horse. Love the ghosted newsprint background.

3rd

The Florida Horse

"Dig into Florida"

John D. Filer, Art Director

Summer Best, Writer

Patrick Vinzant, Writer

October 2009

Excellent use of space and verbage. Makes the reader want to move to Florida. Great visual with the photo.

Class 24

PUBLICATION STAFF ADVERTISEMENT (PRINT)

(circulation 10,000 and over - 16 entries)

1st

The American Quarter Horse Journal

"Working Capital"

Tim Archer, Designer

September 2009

Excellent use of color, style, photos and verbage. Many serif fonts have too thin stems that bleed into a reverse background. What you have works.

2nd

Today's Horse Trader

"New Mexico State Fair"

Vicki Kerr Wemple, Graphic Designer

October 2009

A picture is worth a thousand words. Great use of fonts and space. Colors reflect Southwest location well.

3rd

The American Quarter Horse Journal

"Life is a Ride"

Tim Archer, Designer

January 2009

Great eye-catching photo. Nice usage of fonts and color. There is just enough verbage to intrigue.

Honorable Mention

Cutting Horse Chatter

"Mates Snap Shot"

Casceil McRae, Graphic Artist

July 2009

Nice action shot and background pattern and color. Good use of headline font.

USHJA In Stride

"Witness History in the Making"

June 2009

Interesting and unique use of arcs. Effective verbage.

Class 25

CORPORATE/INDIVIDUAL ADVERTISEMENT (PRINT)

(12 entries)

1st

Pfizer Animal Health

"Equimax®"

Kristin Ruff, Marketing Manager

Kristy Badger, Account Supervisor

June 2009

Published in *USDF Connection*

Love this ad. It has everything. A story. A sense of still drama that is pulled together with a perfect contrast of color and message.

2nd

Land O' Lakes Purina Mills

"Expect to Fly - Candice King for Ultium®"

Terry Lacey, Left Field Creative, Creative Director

Bill Shelton, Left Field Creative, Writer

Rob Echele, Land O' Lakes Purina Feeds, Senior Marketing Manager

Published in *Practical Horseman*

June 2009

And you do fly off the ad. Great layout. The copy is easy to read reversed out and your eye goes right to the product.

3rd

Pfizer Animal Health

"Strongid® C 2X - English Version"

Kristin Ruff, Marketing Manager

Kristy Badger, Account Supervisor

July 2009

Published in *USDF Connection*

Strong layout. Clean and sophisticated.



Class 26
MAGAZINE COVER PAGE (PRINT)
(circulation under 10,000 - 22 entries)

1st

The American Quarter Horse Racing Journal
(merged with *The American Quarter Horse Journal*)
“Seeking Safety”

Justin Foster, Designer
Dan Dry, Photographer
April 2009

Emotional cover with eye-catching color makes this a winner. Photo really exemplifies “Seeking Safety.” Perfect placement of cover blurb including choosing to center lines instead of flushing them.

2nd

Professional Farrier
“Volume 7 / Number 6”

April Raine, Art Director/Photographer
December 2009

Beautiful photo, nicely lit with lots of negative space makes this cover unique. Breathtakingly simple without cover lines piques your interest. Asymmetrical image adds to the mystic of the cover. Reader definitely is intrigued to open the magazine to learn more.

3rd

NRHA Reiner
“Lyle Lovett on Reining”

Bucky Harris, Production Coordinator and Graphic Designer
Kathy Swan, Executive Editor
Carol Trimmer, Sr. Director of Publications
November 2009

Crisp action photo with beautiful partial silhouetting over nameplate is one reason this cover a winner. Other reasons—perfect sizing of cover photo; good placement and size of cover line; and strong nameplate with a great color choice.

Honorable Mention

Canadian Arabian News
“Major Jamaal”

Christina Weese, Graphic Design
April Visel, Photography
January 2009

Dramatic cover. Good execution and decision to make an ordinary photo cover-worthy by changing the background. Art director was successful in changing the original plain blue sky into a dramatic sky background. Elegant typography for cover blurb. Overall a beautiful cover.

The American Quarter Horse Racing Journal
(merged with *The American Quarter Horse Journal*)
“440 and a Cloud of Dust”

Justin Foster, Designer
Richard Chamberlain, Photographer
December 2009

Elegant cover. Clearly the art director and editor work together to make the cover blurb really reflect the cover image. Nice subdued color choices.

Class 27

MAGAZINE COVER PAGE (PRINT)
(circulation 10,000 to 20,000 - 14 entries)

1st

Trot Magazine
“Most Wanted: GT’s Graig”

Paulina Perzynska, Graphic Designer
Kimberly Fisher, Associate Editor
Ryan Sigesmund, Photographer
November 2009

This is a very well-designed cover with an equally well-designed masthead. The choice of type for the cover blurbs add to the cover’s style. Great use of photography. The image leads you right into the page.

2nd

The Cowboy Way
“Fall 2009 Cover”

Bill Reynolds, Editor
Robin Ireland, Art Director
Myron Beck Photographer

Nice photo and well-designed masthead make this understated cover work. The cover blurbs don’t intrude on the photo and the information at the bottom of the page, while small, is easy to read.

3rd

Western Lifestyle Retailer
“Out West”

Wade Livingston, Photographer
Angela Antononi, Designer
Spring 2009

Good photo and clean, easy-to-read cover blurbs make this a successful cover. Like the color tie-in of the masthead with the photo.



Class 28
MAGAZINE COVER PAGE (PRINT)
(circulation over 20,000 - 18 entries)

1st
The American Quarter Horse Journal
“Whizmo – Stallion Issue”

Terry Stidger, Designer
Tonya Ratliff-Garrison, Photographer
December 2009

This designer took a striking photograph and cropped it to work with a minimum amount of elements. The photo, masthead and black box balance perfectly. Great color choices and simplicity make this a winner.

2nd
America’s Horse
“Hannah & Blue Jeans”

Justin Foster, Designer
Clint Swearingen, Designer
Sam Emerson/Disney Enterprises, Inc., Photographer
June 2009

This is a striking, bold cover...simple but effective. There is just enough color to make a point. The background colors are effective allowing the smaller elements to pop. Interesting way of incorporating the photograph.

3rd
The American Quarter Horse Journal
“Building Clones”

Justin Foster, Designer
Justin McBride, Illustrator
February 2009

This entry is a very interesting concept cover. Great color and composition. The horses repeated in the background make a strong graphic pattern that tie into the cover blurb. The masthead, while on a busy background, is still very readable.

Honorable Mention

Western Horseman Magazine
“Baxter Black”

Ron Bonge, Designer
Gene Peach, Photographer
September 2009

Great photo with good, strong typeface for the masthead. The blurb over it works well.

Western Horseman Magazine
“Chris Littlefield”

Ron Bonge, Designer
Ross Hecox, Photographer
February 2009

This is a very effective cover. The horse and rider look like they are coming right out of the page. The strong masthead is still readable even though it is covered by the rider. The color choices bring the elements together.

Class 29
TABLOID/NEWSPAPER COVER PAGE (PRINT)
(9 entries)

1st
Horsemen’s Yankee Pedlar
“John Lyons”

Angela Antononi, Art Director
October 2009

Excellent balance of text and photo cause the design to pop. Use of color ties the design together.

2nd
Quarter Horse News
“Riding in Style”

Deb Miller, Art Director
May 15, 2009

Using the photo to break the main box draws eye into design very well. Clean type allows the reader to quickly learn about the contents inside.

Class 30
EDITORIAL DESIGN (PRINT)
(circulation under 10,000 - 12 entries)

1st

The Florida Horse
“On the Right Track?”
John D. Filer, Art Director
November 2009

This designer opens with a graphically exciting spread and then leads you to very well-designed and thoughtfully illustrated information. Type is clean and flows with well-placed call-outs to add to the interest. Charts are clear with appropriate graphic elements. Very impressive entry.

2nd

The Florida Horse
“To Stitch or Not to Stitch”
John D. Filer, Art Director
October 2009

This is very well-designed and thoughtfully executed. The strong image on the opening spread pulls you into the pages. The design elements carry through the pages. The choice of color expresses the subject matter and the typefaces work together to make the information easy to follow.

3rd

The Florida Horse
“Road Warrior”
John D. Filer, Art Director
February 2009

This entry is a good, straight-forward layout. Very good graphic headline with the road theme carried through the pages. The call-out breaks up the body copy nicely and the sidebar on the third page balances well with the photo and caption.

Class 31
EDITORIAL DESIGN (PRINT)
(circulation 10,000 to 20,000 - 32 entries)

1st

Paint Horse Journal
“Simply Awesome”
Kelly Wise, Designer
August 2009

The headline “Simply Awesome” not only describes the article but also the layout. Simple, but elegant without gimmicks. Beautiful typography and photography attract the reader to this opening spread. Following spreads are simple yet effective. Vignette photos and sidebar with matching color palette are the details that make this layout stand out.

2nd

Paint Horse Journal
“Mind Games”
Susan Sampson, Designer
Abigail Wilder, Photographer
June 2009

Strong bold layout. Headline typography with baseline adjustments reflects movement and patterns which is perfect for this article. Great opening photograph with superimposed equitation patterns immediately depicts subject matter. Great visuals for this article. Following spreads are held together with the same pattern screened in the background.

3rd

Trot Magazine
“Outdated: Is Black Type Leaving Buyers in the Dark?”
Paulina Perzynska, Graphic Designer
August 2009

A standout among the rest. Very creative solution using just typography and good spatial relationships. Great use of white space and negative space with a surprise addition of a hot pink accent.

Honorable Mention

Paint Horse Journal
“Change for the Better”
Kelly Wise, Designer
Jessica Hein, Photographer
July 2009

Beautiful headline typography makes this entry stand out. The superimposed title reinforces the superimposed rider within the photograph. Following spreads are clean and orderly and inviting to read. Great pacing throughout whole article.

Paint Horse Journal
“Smart Choices”
Kelly Wise, Designer
Jessica Hein, Photographer
September 2009

Beautiful photograph with professional vignette and creative typography makes this a strong entry. Clock image replacing the “o” in Choices is used as a graphic circle in the rest of the article. Very effective in holding the article together visually. Nice attention to detail such as drop shadows and photo placement throughout article to move reader from one step to another. Good movement and flow.

Class 32
EDITORIAL DESIGN (PRINT)
(circulation over 20,000 - 22 entries)

1st

EQUUS
“The Great Epizootic of 1872”
Celia Strain, Art Director
August 2009

From beginning to end this editorial design has such an elegant, century old flair. This is where the “too many fonts” rule goes right out the window and multiple fonts are a necessity to keep with the look of the times...but it has to be handled well and the designer handled it perfectly. The illustrations, the map and the hairline rules pulling everything together all combine to create this award winning editorial design.



2nd

America's Horse

"The Day the Ranch Disappeared"

Justin Foster, Designer

December 2009

The typographic design and photo choice on the introductory double page spread of this editorial take my breath away. The smoke engulfing the type as if it were part of the fire subject of the photo is impressive and powerful. The layout of the following pages is simple and clean, not to distract from the well-chosen photos showing the depths of devastation on this fateful day.

3rd

America's Horse

"America's Horse in Art"

Clint Swearingen, Designer

September 2009

The excellent artwork that is the subject of this story is enhanced by the editorial design choices. Simplicity in color choice, graceful typographic treatments and breathing space all lend themselves to the visual success of this design.

Honorable Mention

EQUUS

"What Liniments Can Do"

Celia Strain, Art Director

March 2009

This overall editorial design is clean and tight. The photo treatments on the introductory double page spread are very interesting.

Keeneland Magazine

"State of the Art"

Suzanne Dorman, Creative Director

Spring 2009

The things that really draw you to this editorial design are the treatments of the typography and the placement of the artist's photos. The artist's work is naturally beautiful and the designer has done everything right to complement that. The choice and use of the artist's headshots make everything more interesting and personal.

Class 33

ONE PAGE OR TWO-PAGE SPREAD EDITORIAL DESIGN (PRINT)

(17 entries)

1st

The Florida Horse

"Flying High"

John D. Filer, Art Director

Pam DiOrio, Photographer

March 2009

Excellent photo choice draws eye into the action. Well placed text balances the negative space in photograph and is easy to read. Very clean and vivid.

2nd

The American Quarter Horse Journal

"Worth a Thousand Words"

Justin Foster, Designer

October 2009

Excellent use of photographs to balance the design and break up text for even flow. Good choice of font and photo subjects creates a well done design.

3rd

Western Horse UK

"Sharp Shooter"

James English, Designer

Lisa Cawte-Baker, Photographer

Spring 2009

Main photo with cutout technique drive design. Film strip effect well balances large body of text on second page.

Honorable Mention

The Cowboy Way

"Mission Statement"

Robin Ireland, Art Director

Myron Beck, Photographer

Fall 2009

Compelling photograph used in excellent double truck. Great color and text placement don't distract the eye from the photo but remain readable.

The Florida Horse

"So 'Macho'—Even in Defeat"

John D. Filer, Art Director

October 2009

Interesting use of photo. Fading on left helps text to pop.

Class 34

EVENT COVERAGE DESIGN (PRINT) (11 entries)

1st

Horse & Rider

"A Truly Unbridled Event"

Adam Purvis, Art Director

March 2009

This editorial layout is simply a work of art. The pictorial design with the panoramic photos running across the double truck on all pages make it cohesive and gives the eye direction. The treatment of the typography is noncompetitive and classic. It is truly a winner.

2nd

Hoof Beats Magazine

"The Hambletonian: Mission Accomplished"

Gena Gallagher, Art Director

September 2009

Massive, is the word to use to describe the amount of information that the designer had to work with to create this layout. The job has been beautifully executed. From page one right through page twenty-three, the reader would never wonder if he had reached the end of the story because the flowing design elements are so strong. Color, photo placement and typographic treatments all have the same flavor from page to page. It is a breath of fresh air in a situation that could potentially be a disaster. Mission accomplished.

3rd

Paint Horse Journal

"A Day in the Life"

Jim West, Designer

February 2009

This editorial design is great. When you look at the lead in headline you can feel an alarm clock going off and, as you glance through the pages, that same annoying alarm clock font lays out the manic schedule for you. The photos set up as randomly arranged Polaroids give the feeling that time is of the essence. The designer visually presented the point of the story with style.



Class 35
OPEN EDITORIAL ACTION PHOTOGRAPH (PRINT OR ELECTRONIC)
 (21 entries)

1st
The Chronicle of the Horse
“Mixed Up”

Tod Marks, Photographer
 December 11, 2009
 Excellent job of depicting motion: horses’ muscles, flying manes; falling hay.

2nd
Trot Magazine
“Xtreme Horsepower”

Brian Acton, Photographer
 April 2009
 Photo captures sense of motion through good use of blur.

3rd
NRHA Reiner
“Test of the Best”

John Brasseaux, Photographer
 August 2009
 Good action—several elements in action work.

Honorable Mention

Hoof Beats Magazine
“Dashing Through the Snow”

Mark Hall, Photographer
 December 2009
 Liked use of fence to frame action.

Western Horseman Magazine
“Clinton Anderson”

Darrell Dodds, Photographer
 January 2009
 Photo captures struggle between man and horse; you sense who will win (man).

Class 36
OPEN EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH (PRINT OR ELECTRONIC)
 (5 entries)

1st
Living Cowboy Ethics
 renamed *The Cowboy Way*
“Part of His String”

Adam Jahiel, Photographer
 Summer 2009
 Old West feel with use of black and white, wide-open space, cowboys’ clothing; horse being led away adds mystery; great angle.

2nd
Hoof Beats Magazine
“A Special Bond”

Mark Hall, Photographer
 October 2009
 Good portrait of the pair; liked close-up detail of horse; captured affectionate moment.

Class 37
OPEN EDITORIAL STILL PHOTOGRAPH (PRINT OR ELECTRONIC)
 (19 entries)

1st
Western Horseman Magazine
“Harnessing Horse-Power”

Ross Hecox, Photographer
 March 2009
 Excellent composition; cloud formation ties elements together; illustrates story.

2nd
The Blood-Horse
“Fall Forward”

Anne M. Eberhardt, Photographer
 October 31, 2009
 Nice color, composition, liked colors matching between trees and horse and rider.

3rd
Dusty Perin
“Working into the Night”

Published in *American Farriers Journal*
 November 2009
 Has old-time feel; excellent use of light to illustrate story.

Honorable Mention

Western Horseman Magazine
“Subtle Styles in Silver”

Ross Hecox, Photographer
 March 2009
 Good use of light brings out detail in boot and spur.

Western Horse UK
“Team GBR Make FEI History”

Nathan Haynes, Photographer
 November/December 2009
 Intriguing; everyone, including horse, is looking off frame. Various colors add interest.



ILLUSTRATION

Class 38
OPEN ILLUSTRATION (PRINT OR ELECTRONIC)
(9 entries)

1st
Washington Thoroughbred
“Tomorrow’s Another Day”

Don Crook, Artist
September 2009
“A picture is truly worth a thousand words” is all you think of when you first see this entry. The artist has captured the emotion of the moment so tenderly. His technique is masterful. This illustration surely belongs in first place.

2nd
Paint Horse Journal
“Short Horse”
Dave Clowers, Illustrator
July 2009

Truly enthralled with this artist’s style. Every element of the illustration is a riot from the teeth, to the flowered cuffs, to the tiptoe hooves, to the body curves. The artist tells this comic tale in a humorous instant.

NO Class 39

SPECIALTY CLASSES

Class 40
EQUINE-RELATED SHOW OR EVENT PROGRAM (PRINT)
(4 entries)

1st
NRHA Reiner
“2009 NRHA Futurity & Adequan® North America Affiliate Championship Show Program”

Kathy Swan, Executive Editor
Carol Trimmer, Sr. Director of Publications
Jana Thomason, Editorial Coordinator and Graphic Designer
November/December 2009
One hefty program here. The banner at the top helps differentiate editorial content from advertising.

Class 41
EQUINE-RELATED SPECIAL ISSUE PUBLICATION (PRINT)
(8 entries)

1st
Western Lifestyle Retailer
Jodi Hendrickson, Publisher
Celestia Loeffler, Managing Editor
Spring 2009

So much to like about this publication from the consumer magazine-type cover to the helpful directories in back and the aesthetically pleasing designs in between. Gorgeous full-color photography and attention to detail with the layouts set this apart from the competitors.

2nd
Center for Equine Health
“Equine Sanctuary & Rescue Facility Guidelines”

Dr. Gregory Ferraro, Director, CEH
Dr. Carolyn Stull, Veterinarian
Barbara Meierhenry, Senior Editor
August 2009
Minimalist design is clean and simple. The information is accessible because of its crisp presentation.

Class 42
EQUINE-RELATED BOOK - TEXT (PRINT)
(8 entries)

1st
Storey Publishing
“Horse Crazy”
By Jessie Haas
Copyright 2009

This book is a “must-have” for all young horse-lovers. Tons of great information, fun ideas and even career advice for the young horse enthusiast. Everything about the book accurately assessed and met the needs and style of the young audience it was designed to reach. Incredibly fun and educational at the same time. It definitely belongs on a gift-list for the horse-crazy youngsters in your life.

2nd
Storey Publishing
“Equine Fitness”
By Jec Aristotle Ballou
Copyright 2009

This was another great book that easily worked its way into the top tier of books in this class. It is very interesting and useful and very well written. Liked the casual voice used in the tone of the writing and the way things just flowed together. Very helpful to all disciplines of riders and a very interesting read of what could have been very dry material.

Class 43
EQUINE-RELATED BOOK - PICTORIAL (PRINT)
(7 entries)

1st
Eclipse Press
“Horses in Living Color”
Barbara D. Livingston, Photographer/Author
Jacqueline Duke, Editor



Brian Turner, Design
Copyright 2009
Impactful. Soothing. Breathless. This book is BEAUTIFUL.
Makes you want to go buy one and put it on your coffee table.

2nd
Tracy Gantz
"75th Anniversary Santa Anita Park 1934-2009"

Copyright 2009
Love the book. Mixing the old and the new photos gives such great interest and history to the book.

Class 44
EQUINE-RELATED 2009 CALENDAR (PRINT)
(2 entries)

1st
Western Horseman Magazine
"2009 Cowboy Calendar"

Ron Bonge, Designer
Compelling photographs and theme. Enjoyable design that incorporates illustration and secondary photos smoothly. Very inventive.

ELECTRONIC MEDIA

Class 45
ONLINE NEWS REPORTING: NEWS BREAKING STORY
(6 entries)

1st
Chronofhorse.com
"Shocking Vote Legalizes Bute In FEI Competition"

By Pippa Cuckson
November 20, 2009
Packs a lot of drama and emotion. Sets the stage for the big surprise; points out the contradiction with the "clean sport" vote. Clearly shows a split in the FEI. Feels like you were there at the meeting.

2nd
Lisa Kemp
"Chicago Carriage Horse Care Series"

Published on TheHorse.com
February 11, March 19, April 10, May 4, May 26, June 20, August 20, and September 28, 2009
Reporter did a good job of getting all sides to this story and keeping up with the daily developments.

Class 46
ONLINE NEWS REPORTING: RELATED FEATURE STORY
(8 entries)

1st
EquiSearch.com
"On the Rail: Doping or Medication"

By Nancy Jaffer
August 18, 2009
Great story on an important topic. Well written, clear and balanced. A great use of online media.

2nd
TheHorse.com
"Horse Genome Publication Key to Enhanced Research, Understanding"

By Christa Lesté-Lasserre
News Editor: Erin Ryder
November 22, 2009
The story brings a technical topic to a wider audience. Well written and clear.

Class 47
ONLINE SERVICE TO THE READER ARTICLE
(4 entries)

1st
EquiSearch.com
"Defeat the Enemy: Fly Control Options for Horse and Barn"

By Alana Harrison
April 25, 2009
Very nice use of imagery comparing the battle against flies to war. Tightly written. Excellent article on an important equine health topic.

Classes 48/49
EQUINE-RELATED WEB SITE
(8 entries)

1st
EquiSearch.com
Kate W. Lindon, Content Manager
www.equisearch.com

The use of a rotating centerpiece to encourage readers who may just be scanning, rather than looking for specific information, is a strong element. Rolling blog entries offer another solid feature, allowing readers to keep on top of the latest tidbits of information. Categorized navigation with collections of articles after jumps give the site a sense of depth, rather than just breadth. Very solid site.

2nd
Chronofhorse.com
Erin Bush, Web Director
Sara Lieser, Senior New Media Editor
www.chronofhorse.com

The clean, magazine-page feel to this site, doesn't burden readers with information overload. Jump pages are nicely presented. This site's strength is the simplicity of its visual appeal.

NO CLASS 50



Class 51
ONLINE EQUINE-RELATED NEWSLETTER (ELECTRONIC)
(7 entries)

1st
QuarterHorseNews.com
“QHN Insider”

Teri Lee, Managing Editor
October 5 and October 12, 2009
Like the look and feel of the QHN Insider. It was very attractive and had such a professional, attractive look...something that is too often overlooked in online publications. While the design had a very traditional print-piece look and feel, you also took common sense approaches to maximize the online resources this medium provides. The writing in the newsletter was great as well. A fabulous resource well worth the read.

2nd
America's Horse Daily
AQHA Publications Staff

September 29 and October 12, 2009
This newsletter actually had some content in it for the reader instead of just being a list of links for them to check out. You emphasized the photos and used a nice viewing mechanism with them.

Class 52
ONLINE EQUINE-RELATED BLOG
(14 entries)

1st
USHJA.org
“USHJA Hunter Derby Finals Blog”

August 2009
Jeannie Blancq Putney, Blogger
Excellent classic blog with the writer's observations taking center stage and a good balance of photos.

2nd
TheHorse.com
“Weird Horse News”

Erin Ryder, Blogger
January 15, March 24, June 12, 2009
Excellent stories for a blog and nice use of links to direct readers who want more details. Just the right amount of snark.

3rd
Chronofhorse.com
“Lauren Sprieser Blog”

Lauren Sprieser, Blogger
June 11, June 17, November 26, 2009
Clever, varied writing style hits just the right tone for a blog. Nice balance of personal stories with information.

Class 53
ONLINE EQUINE-RELATED VIDEO
(11 entries)

1st
ustrotting.com
“A Day in the Life of Jody Jamieson, Parts 1,2,3”

Rich Johnston, Multimedia Coordinator
T.J. Burkett, Managing Editor
December 2009
Excellent mix of sound effects with dialogue and tight and long shots. Despite overall length, video was captivating because of its honest portrayal of Jamieson.

2nd
BloodHorse.com
“Durkin: Calling Triple Crown History”

Alex Cutadean, Video Production
Suzanne Dorman, Creative Director
Steve Haskin, National Correspondent
May 27, 2009
Incredibly expressive interview subject. Excellent insight into the thinking behind classic calls and a unique topic overall.

3rd
ustrotting.com
“Eye on Harness Racing”

Rich Johnston, Multimedia Coordinator
John Pawlak, Marketing Director
August 13, 2009
Video work is excellent, mixing in race shots, crowd shots and interviews.

Class 54
ONLINE EQUINE-RELATED ADVERTISEMENT (STILL OR ANIMATED)
(8 entries)

1st
Pfizer Animal Health
“PreventiCare”

Kristin Ruff, Marketing Manager
Kristy Badger, Account Supervisor
June 2009
Published on Equine.com
A nicely designed piece—eye catching.

2nd
Pfizer Animal Health
“Deworming”

Kristin Ruff, Marketing Manager
Kristy Badger, Account Supervisor
July 2009
Published on EquiSearch.com
Clever verbage on a strong layout.



SPECIAL AWARD

Class 55
MERIAL HUMAN-ANIMAL BOND AWARD
(17 entries)

Winner
Catherine Madera
“A Hero’s Work”
Published in *The Northwest Horse Source*
July 2009

GENERAL EXCELLENCE

Class 56
TABLOID/NEWSPAPER
(6 entries)

Winner

The Steeplechase Times
Joe and Sean Clancy, Editor/Publisher
This is an excellent publication with stories that do a good job of covering the sport. You do have a challenge with all that goes on in your part of the horse world.

Honorable Mention

The Equestrian News
Paula Parisi, Editor/Art Director
Nancy Cole, Publisher
The newspaper certainly does a good job of covering horses and the horse world in Southern California. You do an excellent job that your readers should appreciate.

Class 57
ASSOCIATION MAGAZINE
(circulation under 15,000 - 10 entries)

Winner

Trot Magazine
Darryl Kaplan and Kimberly Fisher, Editors
Susan Longley and Paulina Perzynska, Art Directors
Standardbred Canada, Publisher
Interesting cover photography really grabs the reader’s attention. Intriguing layout and design. Mix of art elements with stellar photography throughout. This magazine is a joy to read.

Honorable Mention

Professional Farrier
Danvers Child, Editor
April Raine, Art Director
American Farriers Association, Publisher
The cover photography is outstanding and engaging. Good mix of how-to articles, features and news. A beautiful magazine to hold and read. A real service to the farrier profession.

Class 58
ASSOCIATION MAGAZINE
(circulation 15,000 and over - 6 entries)

Winner

Living Cowboy Ethics
(renamed *The Cowboy Way*)
Bill Reynolds, Editor
Robin Ireland, Art Director
GB Oliver, The Paragon Foundation, Publisher
Outstanding cover photography. You immediately get a sense of the purpose of this magazine from first glance at its covers. Innovative yet elegant layout and design. Beautiful writing and outstanding photography throughout. This publication meets its mission with style and passion.

Honorable Mention

USDF Connection
Jennifer O. Bryant, Editor
Emily Koenig and Sara Hoffman, Art Directors
United States Dressage Foundation, Publisher
Fantastic design throughout. Good use of photography. Nice mix of how-to articles, features and new products. A must-have for any dressage rider.

Class 59
STATE OR REGIONAL PUBLICATION (ANY FORMAT)
(6 entries)

Winner

The Florida Horse
Michael Compton, Editor
John D. Filer, Art Director
Florida Equine Publications, Publisher
Meets its mission with style and class. Publication offers gorgeous photography and excellent writing. Profiles of industry leaders invite the reader into the Florida horse world.



Honorable Mention

The Northwest Horse Source

Deb Taber, Editor

Randy Bourland, Art Director

Karen Pickering, Publisher

The gorgeous covers beg the reader to open up and read more about horses in the Northwest. Love the barn cover. A great mix of feature articles and how-to stories.

Class 60

SELF-SUPPORTED MAGAZINE

(circulation under 15,000 - 5 entries)

Winner

The Chronicle of the Horse

Tricia Booker, Editor

Vistan Corporation, Publisher

Solid publication, true to its mission. Great articles—good use of photography.

Honorable Mention

Western Horse UK

Tally Wade, Editor/Publisher

James English, Art Director

Great covers, easy to read. Follows mission to promote and unite the UK western equine community. Nice use of photography.

Class 61

SELF-SUPPORTED MAGAZINE

(circulation 15,000 and over - 11 entries)

Winner

Trail Blazer Magazine

Roberta J. Lieberman, Editor

Keith Tarjanyi, Art Director

Claire Bonet, Art Director

Susan E. Gibson, Publisher

First reaction to the magazine is “Wow, this makes a statement.” The magazine is informative, easy to navigate and chock full of well-written articles. Gorgeous layout and photography throughout. Magazine stays true to mission. A must-have publication for any trail rider.

Honorable Mention

The Horse: Your Guide To Equine Health Care

Kimberly S. Brown, Editor

Dana Kelley, Art Director

Blood-Horse Publications, Publisher

Fantastic publication that delivers real value to the reader.

Great design. Sticks to its mission. Good mix of feature and how-to stories.

Western Horseman Magazine

A.J. Mangum, Editor

Ron Bonge, Art Director

Darrell Dodds, Publisher

Meets its mission with class. Brings ranch living alive and gives tips on ranching and all around better horsemanship for the Western rider. Good use of photography.

Western Shooting Horse Magazine

Ken Amorosano, Editor/Publisher

Robert Ray, Art Director

Gorgeous cover photography that makes you want to discover more about the sport. The magazine offers many how-to articles on shooting and training the horse in that sport.

OVERALL PUBLICATION

Living Cowboy Ethics (renamed *The Cowboy Way*)

From cover to cover the design work in this publication is flawless. This is a shining example of when less is more.

The understated, expert use of typography is a breath of fresh air. The photographic treatments are enhancing. Each section is flowing and cohesive. The entire design never once deviates from this publication's statement of purpose. The staff that worked on this could write the book on designer guidelines.



2010 JUDGES

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 is editor of *Top Producer* magazine, a national agribusiness publication for commercial farm operations and has written for Farm Journal Media publications for 15 years. 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 managing editor since 1986 of *The Wilson Quarterly*, an award-winning magazine published by The Woodrow Wilson International Center for Scholars in Washington, D.C. In addition to writing numerous pieces for the *WQ*, he has also published essays in *Adirondack Life*, *National Parks*, and the *Cornell Alumni News*. He graduated from Cornell University in 1983 with a B.A. in English.

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 Farm Journal's *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.

Tom Curl is a media consultant with TLR Group LLC. He spent his college summers working on a ranch in the Texas Panhandle and began his professional career on the communications staff at Texas A&M after receiving a degree in Agricultural Journalism. He later served as Editorial Director of *Progressive Farmer* magazine, Managing Editor of *Southern Living*, and eventually Editor-in-Chief of the parent company, Southern Progress Corporation. In 1994, Tom joined Reiman Publications in Greendale, Wisconsin as Editor of *Country* and *Country EXTRA* magazines. He was the first Editor of *Birds & Blooms* magazine and later President & CEO of Reiman Publications, which at the time had 12 magazines with 16 million total circulation. Since 2004, he has been an industry consultant. He was on the board of directors of AllRecipes.com, a leading food-related web site. He currently is a board member for Dynamic Resources Group, which produces magazines, books and direct-marketed products related to the crafts industry.

Deb Dunsford has more than 20 years experience in public relations, media writing and account service. Some of her clients have included Monsanto, BASF Ag Chem., Asgrow Seed, Sea Ray Boats, Azimut Yachts, Armstrong Energy Service, Union Planters Bank (now Regions Bank), and DirectAg.com. She has worked for an international top-10 public relations firm and a regional top-20 integrated communications agency. Deb has written for publications ranging from *Modern Bride* magazine to the Raleigh, North Carolina, "News and Observer." Her training duties have included media and presentation training for clients, crisis management for Kansas State University's Cooperative Extension Service and more than 14 years as a university instructor teaching media writing, technical writing, oral communication, study skills, and English composition. Her undergraduate degree is in Agricultural Journalism from Kansas State and her Masters and Ph.D. are in English from Texas A&M. In her free time she enjoys golf, knitting and fishing.

Alyson Hoge has worked for the *Arkansas Democrat-Gazette* for 31 years, and currently oversees the wire and copy desks. She has been horse crazy since birth and has had horses off and on since age 15. Her herd includes a rescued Thoroughbred mare, a rescued paint gelding and a mustang gelding adopted from the Bureau of Land Management. She lives with her husband David and son Michael near Little Rock.



David Hoge is a former newspaper photographer with a bachelor's degree in fine arts photography from Louisiana Tech University. David works for a printing company in Little Rock but continues taking photos on the side. He has been published in several magazines and has had exhibits of his work at several galleries and museums across Arkansas. He is married to Alyson Hoge and has a son, Michael.

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*.

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. 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 is a partner in a successful design firm, www.reuter.net, specializing in publication design. Sharon has 30 years experience and has won numerous national design awards. Projects include designing startup magazines, one-time publications, custom publishing and redesigning existing magazines and newsletters. 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 has been involved with horses all of her life, as a rider, owner, racing writer, and now as a volunteer with a pediatric hippotherapy school. Professionally, she works as a color analyst for the New Jersey Devils on WFAN 660AM. On Nov. 25, 2009, she made history as the first woman to provide radio play-by-play for a National Hockey League broadcast. In her prior stints as a sportswriter, she worked for the *New York Daily News* and the *Bergen (N.J.) Record*, among other publications. She was for many years the author of *The Hockey Scouting Report* and has contributed as a freelancer to several magazines and newspapers. Her writing assignments included the summer meet at Saratoga Springs, New York, as well as many Triple Crown races and Breeders' Cup events. A graduate of Rutgers University-Newark, she was inducted into the inaugural Randolph (N.J.) High School Hall of Fame. In March, she received a ceremonial proclamation from the State of New Jersey for her pioneering work in the radio booth as part of the observation of Women's History Month. Among her prized possessions are photos taken of her with the great racehorses Secretariat and Zenyatta.

Jennifer Rowe is an Associate Professor at Missouri School of Journalism. Since fall of 1998, Jennifer has taught seven different magazine classes, ranging from design and editing to writing in the areas of lifestyle and service journalism. She also regularly serves as editorial director of *Vox*, an award-winning weekly city magazine for Columbia. In 2004 she was a recipient of the Provost's Outstanding Junior Faculty Teaching Award and in 2009 was a recipient of the William T. Kemper Fellowship for Teaching Excellent at MU. Jennifer has had freelance articles in *Elle*, *Real Simple* and *Westways* magazines, among others. A speaker at a variety of conferences and workshops across the country, she has also presented at the FOLIO: show in both New York City and Chicago.

David B. Simon has more than 10 years of experience in editing and writing. He is currently managing editor for news and opinion for the Montgomery County editions of *The Gazette*, a weekly newspaper in Maryland with a circulation of roughly 300,000. David has been a reporter and editor at newspapers in Frederick, Westminster, Maryland and Queens, New York, and has taught undergraduate journalism at American University and Hood College. Prior to joining *The Gazette*, he served as a communications specialist with the nonprofit Henry M. Jackson Foundation for the Advancement of Military Medicine in Rockville, Maryland. He holds a master's degree in journalism from Columbia University and has won multiple regional and national awards, including two National Headliner Awards. He was a finalist in 2009 for the Dart Award for Excellence in Coverage of Trauma.



Linda H. Smith is Business and Marketing editor for Farm Journal Media, with most writing for *Top Producer* and AgWeb. She has been a writer and editor in business, economics and marketing for most of her career, although in 2000-2001, she joined Norman Borlaug University, where she was director of communications and developer of online learning modules for the food and agriculture value chain. She has a free-lance writing, editing and proofreading business which has led her into many other industries, including in the veterinary medicine, human medicine and health care, and the humanities.

Linda has won numerous writing awards from the American Agricultural Editors Association and National Association of Agricultural Journalists. Raised in Bucks County, she owned several Thoroughbreds in the past, which she foxhunted and trained in dressage. She has served as executive director of Centered Riding and Public Relations Manager and Director for Suburban Dog Training Club.

Pat Smith is managing editor of *Global Journalist* magazine, which is published at the Missouri School of Journalism. In her 30 years as a journalist, she has worked on newspapers, magazines, specialized and online publications and has taught at the college level for 17 years. Pat has also served as a consultant for specialized communication projects that include publication design, writing, editing and planning for businesses and non-profit organizations.

Joan Tantillo, a natural born artist, has been a graphic designer for 37 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."

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 has aired 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 Educational Tour where she and Sam contrast two schools of thought in reaching the same goal: true horse/human partnership. Learn more at www.LisaWysocky.com and www.PowerofaWhisper.com.





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