



Red, White & Bluegrass

LEXINGTON SEMINAR 2004 KENTUCKY

2004 Annual Awards Program

For material published in 2003

Awards Banquet & Presentations
June 12, 2004 ~ Lexington, Kentucky

Life Data
LABS, INC.



“Group Therapy for Troubled Hooves”

“Celebrating 25 Years of Equine Innovation”



2004 AWARD DIVISIONS

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EDITORIAL CONTENT

Class 1: News Reporting (circulation under 15,000 – 20 entries)

1st

Mid-Atlantic Thoroughbred “The Bet That Rocked The Racing World”

By Bill Heller
March 2003

This writer approached a wide-ranging story and made it cohesive and readable. While a reporter isn't supposed to be the story, in this case it was unavoidable and the combination of news story and sidebar is unbeatable. If a reader knew nothing about the Pick 6 scandal, this story would have all the answers.

2nd

Stephanie Stephens “Anything Goes”

Published in
Western & English Today
May/June 2003

What must have seemed like a pedestrian assignment on writing about tack was tackled with enthusiasm. Cute lead, solid quotes and information throughout. Every writer should approach a “bonny” topic this well.

3rd

Mid-Atlantic Thoroughbred “Funny Cide Takes Aim On Triple Crown”

By Sean Clancy
July 2003

Funny Cide's story was well documented in 2003, but this writer gives it a fresh feel with “you are there” drama in the lead. Great job of making the principals come alive with economic yet vibrant descriptions and choice of quotes. Sidebars all complement the main story beautifully.

Honorable Mention

Cutting Horse Chatter “Three's A Charm”

By Sally Harrison
September 2003

Liked the use of alliteration in the lead. Good job of reporting on the event and giving the reader a sense of this horse's personality through the rider's quotes.

Fauquier Times Democrat “Lord Kenneth Rules”

By Betsy Parker
October 22, 2003

Nice pacing in lead almost sets up a galloping pace in the reader's mind. Good race description and painless information on an unusual sport that might be unfamiliar to some readers without condescending to those “in the know.”

Class 2: News Reporting (circulation 15,000 and over – 21 entries)

1st

The Horse “Sabotaged Saddlebreds”

By Stephanie L. Church
September, October, December 2003
Clear and dynamic lead paragraph gets the reader involved quickly and the quote from the vet in the second paragraph keeps the story moving. Writer does a good job of explaining medical terms. Economic writing.

2nd

California Horsetrader “Thousands Of Horses Evacuated In Southern California Fire Zones”

By Daniel Lew
November 6, 2003
Comprehensive news story on a catastrophic event. No wasted words and no unanswered questions. A good read.

3rd

California Riding Magazine “The Fires”

By Len Judd, Erin Gilmore,
Kim Miller, Mary Welch
December 2003
The “as told to” accounts are gripping. Good work by this staff.

Honorable Mention

The Chronicle Of The Horse “Sereni Designs His Own Victory In The ASPCA Maclay”

By Tricia Booker
November 14, 2003
This writer did a good job of bringing the Maclay finale to life. Also, an excellent job of interviewing since the quotes elicited from the riders give insight into the event and their horses. Writer maintains the pace through a lengthy story.

Thoroughbred Times “NTRA Fifth Anniversary Package” By Michele MacDonald and Tom Law March 29, 2003

Good lead and the stage is set in just three well-written paragraphs. Comprehensive package. Not a thrilling topic but the writer approached it with energy and the result shows.

Class 3: Instructional Single Article (27 entries)

1st

Appaloosa Journal “Eight Ways To Conquer Show Nerves” By Sushil Dulai Wenzholz May 2003

Good first sentence, and the rest of the paragraph does a good job of telling the reader what the article is about. Writer did a good job of establishing her sources' credentials in the article. Well written and concise.

2nd

Horse & Rider “7 Days To A More Responsive Horse” By Dana Hokana and Sue Copeland December 2003

Short, punchy sentences and concise writing. The consistency in approach explained the assignment and then explaining why it helps the horse's responsiveness made this a very readable and useful article.

3rd

Dressage Today “It's Hip To Be Square”

By Lynda Cameron
with Stacey Wigmore
February 2003
The lead sets up the story nicely. The body of the text explains the idea concisely.

Honorable Mention

Stephanie Stephens “School Days: Get An “A” In Horse Hunting” Published in *Stable Management* April 2003 Good article with lots of general tips on finding a school horse. The sidebar was interesting and very appropriate to the main article. Writing is clear and concise.

Class 4: Instructional Series (7 entries)

1st

Western Horseman “Backcountry Basics” By Jennifer Denison January through December 2003 This series is concisely written front-to-back and the consistent design through all 12 give the reader the reassurance to know they're in the right place.

2nd

Just About Horses
“Hoofin’ It! A 3-Part
Guide To Customizing Hooves”
By Jennifer Danza

July/August, September/October,
November/December 2003

This series shows a lot of thought and creativity that makes it very reader friendly. And, it is well written in a clear and straightforward way. All in all, a good read.

Class 5: Horse Care

(circulation under 15,000 – 14 entries)

1st

The Texas Thoroughbred
“A Stitch In Time”

By Denise Steffanus

July/August 2003

Very informative. Useful for all horse owners. Great way to take an age-old, and needed, topic, making it easy to read for novice horse- men yet not too simple for experienced owners.

2nd

Blaze Magazine
“Shoo-Fly”

By Brenda McCarthy

Summer 2003

Fabulous information for youth and adult horse owners. These are easy and cost efficient steps to take. Very, very useful. Kids will love mixing these concoctions.

3rd

The Gaited Horse
“How To Develop The
Horseman’s Eye”

By Mary Donald

Fall 2003

Fabulous topic. Most horse owners probably never think to do this. A very easy read.

Class 6: Horse Care

(circulation 15,000 and over – 30 entries)

1st

Practical Horseman
“Nip Colic In The Bud”

By Midge Leitch, VMD, Dipl. ACVS,
with Kip Goldreyer
May 2003

There is a lot of information here, but the writers kept it an easy read all the way. Good job of leading the reader through the proper steps to take and those to expect during a stressful time. Easy to read and understand, great advice written conversationally.

2nd

Equus
“20 Hidden Hazards Of
Horsekeeping”

By Christine Barakat
November 2003

Fantastic. Very useful and easy to read. Deck and lead draw reader in. Splitting apart “the risk” and “the fix” is a great service to the reader.

3rd

Horse & Rider
“Colic 9-1-1”

By Karen E. N. Hayes, DVM, MS and
Sue M. Copeland
November 2003

Fantastic service to the reader. This is one of those pieces to keep close by for quick reference. Short, snappy writing. Easy to read. A clear standout in this class.

Honorable Mention

Horse & Rider
“Foot Faults”

By Barb Crabbe, DVM
February 2003

I enjoyed that the writer used a different source for each ailment. They all knew their stuff. Nice job of breaking each ailment into easier-to-read sections. Great service to the reader.

Kara Stewart

“Gaining A Foothold: Techniques
For Handling Hooves Safely”

Published in *Horse Illustrated*

May 2003

Nice lead. Straight to the point. Very informative sidebars. Good job of explaining things in a step-by-step process. Very easy for the reader to follow. Nice job of using active voice and writing conversationally for the reader.

Class 7:

Service To The Reader

(circulation under 15,000 – 20 entries)

1st

Quarter Horse News
“The Fatal Flaw”

By Katie Tims

December 1, 2003

A clear-cut winner in this category. This article was extensively researched, and covers the topic from a wide range of views, including the general horse owner, trainers, breeders and researchers. This article will be reread and referenced many times as an early solid source of information on HERDA.

2nd

Equestrian Retailer
“5 Ways Your Customers Are
Changing”

By Juli S. Thorson

July 2003

A fun read that provides valuable information to the targeted audience. I found myself personally relating to the demographic categories outlined in the article. Witty subtitles draw the reader in to the next category.

3rd

Equestrian Retailer
“Brand Logic”

By Teresa Jacob

March 2003

Good, vivid writing. The topic was well researched with several sources. The sidebars add to the readers’ understanding of ways to incorporate the information into their businesses.

Honorable Mention

Cutting Horse Chatter
“Staying Savvy”

By Ross Hecox

May 2003

A catchy lead draws the reader into the article from the start. The writing is solid and the use of descriptive quotes throughout makes the reader feel they are getting a private lesson with the trainer.

Class 8:

Service To The Reader

(circulation 15,000 and over – 36 entries)

1st

Susbil Dulai Wenzol
“The Power Of Poles”

Published in *Paint Horse Journal*

June 2003

Superb word choice throughout this article brings it to the top of this class. The use of precise instructions and illustrations in the story encourage readers to saddle up and try these exercises for themselves. This article is a true service to the reader.

2nd

Horse & Rider
“Soft Market/Hard Sell”

By Ronna Snyder

June 2003

Thorough research from several experts in the industry is keenly organized in this article. Most any horse owner can benefit from the advice of “savvy sellers” uniquely presented in this entry.

3rd

Equus
“Catch As Catch Can”

By Jennifer Williams, PhD.

September 2003

Utilizing subheads to detail each technique in the article provides easy-to-read advice that’s simple to implement by many horse owners having difficulty catching their horses. The “catchy” title

draws the reader into the article, and the author's personal story in the introduction and conclusion proves success is just around the corner.

Honorable Mention

Kara Stewart

"Beyond Goodbye"

Published in *Horse Illustrated*

December 2003

Poignantly written, this article does an excellent job presenting the facts and practicalities of euthanasia. Throughout the story, the author addresses important considerations while also presenting the positives of such a difficult decision.

Western Horseman

"Pasture Poison"

By Dwight Bennett, D.V.M., Ph.D.

March 2003

A dramatic lead paragraph captures even the most indifferent reader from the start. The vivid details and excellent sidebar coupled with sound writing proves this entry is worth top honors in a very competitive class.

Class 9:

Personality Profile

(circulation under 15,000 – 30 entries)

1st

Pennsylvania Equestrian

"He Put The Life Back In Me"

By Stephanie Shertzer Lawson

June 2003

What a neat story this one is, about a handicapped lady and a wild horse.

2nd

Hoof Beats

"Hollywood"

By Nicole Kraft

July 2003

A good solid story. Highly readable. Flows well. Quotes used well. Leaves the reader wishing they knew the guy.

3rd

Hoof Beats

"A Sportsman Of The Highest Integrity"

By Dean A. Hoffman

August 2003

Now by golly, here's a story for you. I can't imagine a better personality profile for a magazine aimed at horse people. Skillful use of humor. Well-crafted stuff.

Honorable Mention

Equestrian Talk

"Jennifer Leroy Maintains Her Passion For All That Is Equestrian"

By Nancy Jaffer

December 2003

This is a really good personality profile. Well constructed. Good flow. Good use of quotes. Riveting subject. Just right.

The Horsemen's Voice

"Karen Reyer"

By Nancy Gage

March 2003

The story is well written. Among the best in the contest from magazines of any size. Good use of quotes to paint a clear picture of Ms. Reyer.

Class 10:

Personality Profile

(circulation 15,000 and over – 43 entries)

1st

Paint Horse Journal

"A Charmed Life"

By Jennifer Nice

August 2003

A judge could run out of adjectives in this contest. This is a very good story, displaying all the skill the writer will ever need to succeed in any publication.

2nd

Paint Horse Journal

"Sworn To Serve"

By Paul A. Canada

August 2003

This profile is a true profile. It has the most skillful use of quotes in the class and it centers on the subject. It flows well, stays on interesting subjects.

3rd

Horse & Rider

"Talk About Savvy!"

By Jennifer Forsberg Meyer

October 2003

Talk about a thorough story. It gives readers a good look at the personality behind it all.

Honorable Mention

The Chronicle Of The Horse

"Gillian Clissold Is Driving Her Sportscar Through A Second Adolescence"

By Beth Rasin

November 21, 2003

This writer used the subject's own words to tell this story, rather than punting with "she's great" kind of quotes from her friends and the writer. I guess it's easy when you have a subject this quotable and likeable. Nonetheless, it's a grand story.

Paint Horse Journal

"The Cowgirl Way"

By Rebecca Overton

June 2003

Mighty fine. Good subject choice. Good use of quotes. This story was obviously one of those "gotta do" things for a breed group – the subject painted the association poster – but the writer turned it into much more.

Thoroughbred Times

"Exceptional In Every Way"

By Michele MacDonald

October 18, 2003

The introduction on this story is really, really good. Well chosen and well written. Good choice of quotes. A good story peg. Inventive use of the language. Good flow.

Class 11: Feature Article

(circulation under 15,000 – 31 entries)

1st

Western & English Today

"Generation Next?"

By Karin Winegar

September/October 2003

This article earned top honors because it's smart, timely, informative and very well written – and, most important, it deals with a topic that is relevant to the horse industry, as a whole. The writing is concise, targeted, confident, clean and engaging. The lead sets up the main point of the article, and the challenge/solution structure doesn't just examine or define the industry problems, but actually offers smart solutions for overcoming them.

2nd

Cutting Horse Chatter

"The Cattle Guy"

By Ross Hecox

December 2003

This article has all the characteristics of a strong feature article: a unique topic, great details, strong storytelling, effective pacing and multiple perspectives. It's obvious that this writer is a good reporter and highly capable writer.

3rd

The Texas Thoroughbred

"Queen Of Hearts"

By Kevin Robbins

May/June 2003

There were several well-written articles about past racing heroes/stars/champions in this category, but what set this one apart was that it wasn't simply the historical flashback article: instead it had a timely connection. The lead effectively draws the reader in and establishes the timely relevance of the article; then the writer fills the piece with engaging storytelling, full of vivid details about this very interesting subject.

Honorable Mention

Cutting Horse Chatter

“They Broke The Mold With Kingstream”

By Sally Harrison

October 2003

The lead is engaging and compelling and the writing never falters. The article's flow is seamless, with strong and tight transitions, and the writer skillfully integrates quotes with exposition, weaving a narrative that never loses the reader's attention.

Mid-Atlantic Thoroughbred

“Race Track Clockers Aren't What They Used To Be”

By Sean Clancy

March 2003

The opening paragraphs of this article are excellent; the writer really engages the readers, drawing them into this feature that examines a unique topic that is enhanced by the writer's wonderful flair for writing. The writer is a master at tight description.

Class 12:

Feature Article

(circulation 15,000 and over – 38 entries)

1st

Equus

“Riding Quicksand”

By Elizabeth B. Herman

November 2003

Compelling narrative, with vivid imagery that captures reader's complete attention and draws them ever deeper into the story. Continued faith in horses as healers and horsemanship as therapy, despite dire situation, is inspirational. Writer has gift for word choice and a distinct style that touches both mind and heart.

2nd

Thoroughbred Times

“Racing Fan's Guide To Seabiscuit”

By Michele MacDonald

July 19, 2003

Writer exhibits excellent craftsmanship and a style that is crisp, clean, and filled with imagery and emotion. Rich with anecdotes and colorful details, this article draws readers in and entertains in every paragraph, giving the piece a positive spin without shying from the more difficult aspects of making a horse movie.

3rd

Thoroughbred Times

“Custer's Last Horse”

By Maryjean Wall

April 26, 2003

Draws reader right into the 1870's and keeps him there. Well-written and well-researched, with excellent descriptions of place and time and good development of characters long dead – but somehow alive in print. A compelling story of a complicated man, his date with tragic destiny, and the horse that carried him there.

Honorable Mention

Paint Horse Journal

“There's No Business

Like Show Business”

By Breanne Hill, Paul A. Canada, Rebecca Overton, Dan Streeter, Laura

Jesberg, Jennifer Nice

September 2003

Superb interviewing skills and excellent use of anecdotes raise this standard event coverage article to a higher plane. A collaborative piece, it manages to cover the many basic requirements of this type article while managing to keep the reader's attention and capture his emotional response – a particularly difficult and remarkable feat when covering an event held year after year after year.

Western Horseman

“Close To The Land”

By Holly Endersby

July 2003

Writer takes reader right along to this high desert country and plunks him down in the middle of a big family with a bigger heart. This is a top-notch example of this often-seen type of ranch profile, with excellent use of imagery, active verbs and interesting style. Writer is not afraid to push the envelope a little, touching on both the pain and joy encountered, while teaching the reader about modern day changes in ranching as well.

Class 13:

Personal Column

(circulation under 15,000 – 14 entries)

1st

The Texas Thoroughbred

“Labor Of Love”

By Merri Melde

September/October 2003

A wonderful fluid writing style is on display here.

2nd

Quarter Horse News

“From The Editor”

by Glory Ann Kurtz

September 15, 2003

The worst memories truly do make for the best anecdotes. This story is humorous and at times gut wrenching.

3rd

Equineews

“Welcome Shout – It's About Time”

by Mark Llewellyn

April 2003

A welcome article that proves the old adage the best things come to those who wait and wait and wait

Class 14:

Personal Column

(circulation 15,000 and over – 24 entries)

1st

The Sentinel

“Angel In The Outfield”

By Sandy Kucharski

August/September 2003

The article may have been about a typical summer evening, but it was anything but typical. It serves as a reminder without sounding like a sermon and makes its point with plain, poignant prose.

2nd

Thoroughbred Times

“Tribute To John Harrell”

By Jennie Rees and Mark Simon

April 12, 2003

A moving tribute to a writer who's dedication to the sport was boundless. Like Harrell, the writers really did their homework.

3rd

Horse Illustrated

“My Problem Child”

By Cindy Hale

April 2003

The author really brought the personality of this horse to the page. The story reminds the reader just how strong the bond between human and animal can be.

Honorable Mention

Covertside

“If I Can Hunt, Perhaps You Can, Too”

By Joe Hoffman

July 2003

What an inspiration. I caught myself reading parts over, I was so awed by the tale. Truly an eye-opener.

Thoroughbred Times

“Last Of The Titans”

By Mary Simon

June 21, 2003

A wonderful reminder of how the smallest things can trigger the best memories.

**Class 15:
Editorial**
(24 entries)

1st

The Chronicle Of The Horse
“A Judge Makes A Statement”

By John Strassburger
July 4, 2003

A very strong column that takes a unique perspective – defending a judge whose marks disagree with other judges. The columnist, like the judges, takes a different stance than the usual.

2nd

The Chronicle Of The Horse
“Jumping Isn’t Just About The Numbers”

By Molly Sorge
October 31, 2003

Writer tackled a very technical subject well. Strong finish to column. Headline works well, too.

3rd

Thoroughbred Times
“Timid Industry Abets Irresponsible Story”

By Mark Simon
May 24, 2003

A very strong stance that takes the *Miami Herald* to task for publishing its post-Derby “scoop.” This article contains specifics leading up to the accusation and the resolution. A strong concluding point. This editorial takes a stance and proves it.

Honorable Mention

Equestrian Magazine
“1+1=3”

By Brian Sosby
July/August 2003

A very strong and logical editorial stance. This makes a lot of sense. The analogy to 1+1=3 works very well and provides the writer a neat ending. The article provides ample background for the discussion.

Practical Horseman

“Jim Wofford: Olympic Change
“Dumbs Down” Eventing”

By Jim Wofford
March 2003

Written with a great deal of understanding and expertise, as would be expected of a world-class coach of Wofford’s standing. Wofford dissects the Olympic decision point by point. This is a strong analysis and very well written.

**Class 16:
Online News
Reporting Article**
(9 entries)

1st

EquiSearch.com

“Postcard: U.S. Dressage
League Finals”

By Nancy Jaffer
February 23, 2003

The author provided an insightful look at the U.S. League Finals for the Dressage World Cup. The piece was concisely and cleanly written, with an appealing blend of fact and feature that enticed the reader to want to know more. The article was an excellent review of a timely and exciting equine event.

2nd

HorseCity.com

“Nova Top Blooms For Dutton
At Foxhall Cup”

By Heather Bailey
April 24, 2003

The piece presented the results of the Foxhall Cup in a straightforward format that appealed to the reader on an emotional level. The author expertly used quotes from participants and necessary background information to culminate in a thorough appraisal of the event from a participant’s perspective.

**Class 17:
Online Service To
The Reader Article**
(3 entries)

1st

EquiSearch.com

“Horse-Proof Your Paddock”

By David Wyatt
December 17, 2003

The piece is timely and well written. The author provided a concise overview of the issues that contribute to paddock management. The article is perfect for the horse owner and enthusiast interested in gaining an overview on the subject with additional resources cited for further information.

**Class 18:
Student Equine-Related
Journalism**
(6 entries)

1st

Jessica Bieber

“Making The Big Screen Magic”

Published in *Carriage Driving World*
August/September 2003

Great lead. Puts the reader right into the action. Good details and anecdotes throughout the article. Good insight and background.

2nd

Rebecca Pitcher

“Long Investigation Comes To A
Happy Ending”

Published in *Hoofprints*
Summer 2003

This story has some heart. A well-written account of how the HAHS saved Belle. Story has good flow, details and a happy ending.

ADVERTISING DESIGN

**Class 19:
Publication
Staff Advertisement**
(circulation under 15,000 – 36 entries)

1st

Arabian Horse World

“Shahil”

Designer: Melanie Gleason
Photographer: Gigi Grasso
November 2003

This entry illustrates an excellent mastery of every element in the design process. Excellent use of white space. Superior photography that is planned in its placement. The photography leads the reader’s eye through the ad and continues to circle the viewer through again and again. Great typography. Simply beautiful design.

2nd

Arabian Horse World

“Pensiera”

Designer: Jamie Fend
Photographer: Jerry Sparagowski
July 2003

This is an absolutely beautiful entry. There are so many things right about this submission.

3rd

Arabian Horse World

“Tamar Arabians”

Designer: Melanie Gleason
Photographer: Scott Trees
October 2003

Good photography. Overall delicate, thoughtful treatment of type. Attention to every detail. Beautifully designed.

Honorable Mention

Quarter Horse News

“Tachitas Jewels”

Designer: Tom Geiser

May 15, 2003

A very bold and powerful submission. I like the designer's willingness to step outside the box.

Class 20: Publication Staff Advertisement

(circulation 15,000 and over – 21 entries)

1st

Paint Horse Journal

“Thanks For Com En”

Designer: Paul Zinn

July 2003

This ad not only communicates clearly with its simple headline, but also has stopping power with its beautiful visual. It clearly communicates what is being sold, and the uncluttered art direction makes it appealing to look at.

2nd

Paint Horse Journal

“Accountability – That's Our Guarantee”

Designer: Paul Zinn

November 2003

The visual supports the headline and the body copy pays it off by explaining how the Journal will deliver on-time. It's easy to read and the photo does a nice job of highlighting the product while showcasing the target audience.

3rd

Appaloosa Journal

“Strike It Rich”

Designer: Kara Vandenbark

May 2003

Straightforward and clean, there is no mistaking what this ad is selling. The conservative use of the fonts allows the headline to stand out. Tastefully art directed.

Honorable Mention

Paint Horse Journal

“Florida Paints”

Designer: Kelly Wise

July 2003

This clever ad has tons of stopping power. The reader finds out quickly what is being sold and the idea works nicely with the visual.

Paint Horse Journal

“Tightening Your Belt This Year?”

Designer: Kelly Wise

December 2003

A nice visual pun is carried out with good photograph and the help of a witty headline. The double entendre in the sub-head is a nice bonus and it's clear what is for sale.

Class 21: Corporate/Affiliate Advertisement

(5 entries)

1st

Pfizer Animal Health

“Equimax: It's Not What It Gets Rid Of”

Designer: Brown & Associates

Published in *The American Quarter Horse Journal*, *Dressage Today*, *The Horse*

November 2003

Excellent headline type treatment. The headline relates well to imagery. Photo enhancement works well in this entry. Other copy blocks are clean and easy to read. Interesting, but not overwhelming background behind body copy. Nice product placement with the slogan punctuating the point of the ad. Overall, a very successful design.

2nd

Charmain Vaughn

“HorseCity.com”

Designer: Charmain Vaughn

Published in *Horse Illustrated*

December 2003

Clean, easy to read design despite an incredible amount of information.

COVER PAGE

Class 22: Magazine Cover Page (circulation under 15,000 – 31 entries)

1st

Arabian Horse World

Designer: Melanie Gleason

Photographer: Scott Trees

June 2003

Beautiful cover. Great use of type – subtle, not overbearing. The combination of photograph and typography form a dynamic, subtle and beautiful cover.

2nd

Arabian Horse World

Designer: Melanie Gleason

Photographer: Nasr Marei

May 2003

The photograph is very nice. The typography is subtle and effective. Everything about this cover is carefully thought out and aesthetically pleasing.

3rd

Hoofcare & Lameness

Designer: Fran Jurga

Photographer: Zena Holloway

September 2003

Very nicely designed cover. The photo is dynamic and eye-catching. The use of negative space in the masthead and photograph provide a pleasing and aesthetically interesting design.

Honorable Mention

The Texas Thoroughbred

Designer: Amie Rittler

September/October 2003

The photograph is engaging and works well with the masthead. A very effective cover.

Class 23: Magazine Cover Page (circulation 15,000 and over – 28 entries)

1st

Equus

Designer: Celia Strain

Photographer: Mark J. Barrett,
Punchstock

October 2003

Beautiful photograph. Elegant typography. Well designed. Professional and well thought-out in all respects.

2nd

Horse Connection

Photographer: Arnd Bronkhorst

March 2003

The integration of the photograph to the masthead is excellent. It further reinforces the humor of the cover.

3rd

Paint Horse Journal

Designer: Kelly Wise

Photographer: Charles Mann

August 2003

Very eye-catching cover. The photo is especially nice. The cover blurb is handled well.

Class 24: Tabloid/Newspaper Cover Page (22 entries)

1st

Equine Journal

Designer: Deanna Sloat

December 2003

This is a winner in virtually every way: A rare combination of intensity and action that doesn't overwhelm the stately invitation for the reader to venture inside.

2nd

Horsemen's Yankee Pedlar

Designer: William Greenlaw
Photographer: Rie Young Jones
June 2003
The black background sets the table for a cover that is a piece of art all to itself. Great work.

3rd

Steeplechase Times

Designer: Kevin Titter
Photographer: Tod Marks
October 17, 2003
Creative cover seems perfectly symmetrical with horses seemingly on a collision course.

EDITORIAL DESIGN

Class 25: Editorial Design

(circulation under 15,000 – 32 entries)

1st

Arabian Horse World “The Arabian Through The Lens Of Jacques Toffi”

Designer: Patrick Walling
Photographer: Jacques Toffi
March 2003
It is both with great reluctance and tremendous delight that I give this the first award. Reluctance? Because it is obviously totally unfair to the others in the competition. Delight? Because it is so brilliantly good that it is something we can all take joy in. This raises photography to the level of art.

2nd

Quarter Horse News “A “Pool Rider” By Profession”

Designer: Tom Geiser
May 15, 2003
Seldom does one have the opportunity to recognize the fine work being done in that most difficult of all formats: the tabloid. Whoever put this together knew exactly how to handle the material both editorially and technically,

Honorable Mention

California Horsetrader

Designer: Derrick Cook
November 6, 2003
Excellent mix of emotion and subtlety stirs obvious concerns for the safety of the horse and the mask-clad girl – especially with the wildfire looming in the background. And that certainly captures a reader's attention.

Horsemen's Yankee Pedlar

Designer: William Greenlaw
November 2003
Traditional colors combined to create a bright tone and a cover that stands out for prospective readers.

so the visuals make the most of each item and the opportunity of the whole. It makes a memorable 3-page.

3rd

The Whip “Driving Force”

Designer: Koren Klumpp
June 2003
As a result of a combination of sense-making arrangement with graphic illusion, the reader gets this active, vibrant, attractive album-spread that is full of life that happens also to be packed with information.

Honorable Mention

Cutting Horse Chatter “The Cattle Guy”

Designer: Mindy Young
Photographer: Ross Hecox
December 2003
Graphic design is as much intellectual editing as it is artistic arranging. The one depends on the other. This 6-pager is an outstanding example of that intellectual meddling process, combined with the third vital ingredient: story-making-in-time-and-space, i.e. the flow from page-to-page.

Class 26: Editorial Design

(circulation 15,000 and over – 30 entries)

1st

Paint Horse Journal “A Mountain Of A Man”

Designer: Shaun Paul
September 2003
Excellent coordination of photos, type and color works exceptionally well to tell a touching, emotional story.

2nd

Paint Horse Journal “The Cowgirl Way”

Designer: Shaun Paul
June 2003
An eye-stopping portrait of the subject with her horse contrasts perfectly with the western art poster to set the perfect tone for this story of a champion cowgirl artist. Well-composed photos and art reproductions move the reader smoothly and quickly through the eight-page layout.

3rd

Paint Horse Journal “A Charmed Life”

Designer: Kelly Wise
August 2003
The obvious planning that went into photographing the subjects of this article is apparent in the design, from the juxtaposition of horse and falcon in the opening spread, to the training sequence at the end. Each image whets the reader's appetite to delve deeper into the story to learn more about the people, their horses and their birds of prey.

Honorable Mention

Equus “Special Report: West Nile Virus Update”

Designer: Celia Strain
June 2003
This entry does a masterful job of leading the reader through multiple and complicated messages on a topical animal health challenge. Copy flow is enhanced through the designer's choice of eye-catching supplemental images and practical reader aids.

Thoroughbred Times “Empire Strikes Back – The 2003 Belmont Stakes”

Designer: Tami Zigo
June 14, 2003
Any racing enthusiast – any Thoroughbred enthusiast for that matter – would certainly be stopped by the great opening spread action photo. The designer is to be complimented for encouraging readership through excellent use of color, copy blocks, subheads and photos.

Class 27: One Page or Two-Page Spread Editorial Design

(17 entries)

1st

Thoroughbred Times “Remembering The Shoe”

Designer: Tami Zigo
October 25, 2003
What an absolutely incredible job the designer did to set the tone for this nostalgia article. Everything about it is appealing and draws the audience in. Drop outs are great and placed in strategic places and love the poster touch behind Shoemaker. Excellent color choice and placement.

2nd

Equestrian Magazine
"Remembering Clarence 'Honey'
Craven"

Designer: Hammond Design
October 2003

I really like this spread from the old phantomed photos to the sepia toned photo and complimentary background. Very clean and easy to read. More often than not, perfection is achieved through simplicity and the designer has accomplished that here.

3rd

The Texas Thoroughbred
"Hot Koko"

Designer: Amie Rittler
January/February 2003

Hot is right and the designer is right on track here with her color choices, text and accent treatment. What a great photo on the lead page and she complimented it even more with type choice in the headline and subhead. Overall, a really nice layout that pops.

Honorable Mention

Blaze Magazine
"The Nose Knows"

Designer: Norm Lawrence
Fall 2003

Great photos and type treatment make this layout really fun and exciting.

**Class 28:
Event Coverage**
(13 entries)

1st

The Whip
"Walnut Hill: A Competitor's
Perspective"

Designer: Koren Klumpp
Photographers: Tony Dantonio and
Mary Chris Foxworthy
December 2003

The designer's use of photo fades into and out of text areas is a nice choice. The designer obviously had a feel for this story and aptly conveyed it with the layout.

2nd

Quarter Horse News
"Workin' That Snaffle Bit Magic"

Designer: Aysha Hoffman
November 15, 2003

I really like what the designer has accomplished here. This is a very long article with a ton of photos and yet she has given an open feel with a distinct personality all its own. Great use of the photos in strategic places helps hold everything together and flows nicely from page-to-page.

3rd

Eventing USA
"Team USA Makes A Clean Sweep
At Pan American Championships"

Designer: Dara Bailey
Photographers: Shannon Brinkman,
Charles Mann, Tim Delgado
November/December 2003
Really nice photo and spread to begin the piece. Excellent job.

**PHOTOGRAPHY/
ILLUSTRATION**

**Class 29:
Publication Staff
Black & White Editorial
Photograph**
(19 entries)

1st

The Gaited Horse
"Abrazane"

Photographer: Lynne Pomeranz
Winter 2003

An amazing photo. One rarely sees vertical horses and here we have two, fighting. Wow, great timing.

2nd

The Chronicle Of The Horse
"Leslie Howard And Cocu"

Photographer: Molly Sorge
November 14, 2003

This is a clean, well-timed shot. Beautiful horse, feet in just the right position and the bonus of an intense facial expression of the rider.

3rd

Fauquier Times Democrat
"What's Wrong?"

Photographer: Betsy Parker
May 5, 2003

This photo really caught my attention. A prepared photographer in just the right position is sometimes rewarded with that amazing illustrative sports photograph.

Honorable Mention

The Chronicle Of The Horse
"Chris Kappler And Royal Kaliber"

Photographer: Molly Sorge
February 7, 2003

I am intrigued at the way this horse seems to be levitating in space, yet I have a real sense of strength, balance and motion.

The Chronicle Of The Horse
"Phillip Dutton And Simply Red"

Photographer: Beth Rasin
April 18, 2003

I enjoy the clean simplicity of this image. The horse and rider stand out nicely against a simple background. I like the angle of the horse and the rider's expression.

**Class 30:
Publication Staff Color
Editorial Photograph**
(31 entries)

1st

Paint Horse Journal
"Where The Boys Aren't"

Photographer: Rebecca Overton
October 2003

I love this photo. It makes me smile. It tells a story in a nice way. The arrangement is well thought out. The image fits the storyline.

2nd

The Blood-Horse
"Four!"

Photographer: Anne M. Eberhardt
November 1, 2003

This is a real fun photo. The 'four' is an interesting and novel gesture. The composition fits the double-page perfectly. Sharp and very identifiable faces.

3rd

Horse & Rider
"On Their Own/Lindy Burch"

Photographer: Darrell Dodds
April 2003

Very dramatic lighting. It's tough to balance a sunset with off-camera flash, but it's working here.

Honorable Mention

The Chronicle Of The Horse
“Brentina And Debbie McDonald”
Photographer: John Strassburger
February 7, 2003

I really enjoy the simplicity of this image. Beautiful head and neck angle/gesture.

Paint Horse Journal

“Mr. Norfleet”
Photographer: Rebecca Overton
July 2003
Beautiful horse and beautifully captured. Nice background.

Class 31: Open Black & White Editorial Photograph (8 entries)

1st

Horse News

“Sometimes It Helps,
Sometimes It Doesn’t”
Photographer: Karin Naimark
June 2003
Very dramatic photo. Not only is the horse in an “extremely awkward position,” but the rider as well. Fantastic timing.

2nd

Horse & Rider

“Kicking Up The Dust”
Photographer: Kay Lynn Reilly
May 2003
Very effective image. The dark horse and rider against the simple background are very nice. The warm tint is nice as well.

Class 32: Open Color Editorial Photograph (15 entries)

1st

Paint Horse Journal

“Jonathan Shaw”
Photographer: Charles Mann
August 2003
I enjoy this image. It’s simple, interesting and it asks questions – it makes me want to know this story.

2nd

California Thoroughbred

“California Cup XIV”
Photographer: Katey Barrett
December 2003
This photo has energy and motion. I like the sense of speed that it invokes. It’s a little outside of the standard photograph and I appreciate that as well. The photographer took a chance and came out with a winner.

3rd

Arnd Bronkhorst

“EQUUS Cover Photo”
Photographer: Arnd Bronkhorst
Published in *EQUUS*
September 2003
I like this tight composition. The horse gesture, however, makes this a real successful image. The energy and feel portrayed here is very evocative.

Class 33: Open Illustration (14 entries)

1st

Horse News

“Close Contact”
Illustrator: Deborah Tompkins Bianco
July 2003
Great impact. Very traditional. The work captures the motion and excitement of the moment. The piece has a grandiose masterpiece aura. The technique and brushwork really accent the piece.

2nd

Horse & Rider

“Foot Faults”
Illustrator: Kip Carter
February 2003
Excellent piece of work. Great concept and execution. The piece communicates the story well. Good use of multiple images, fade and color to enhance the story. Clean crisp design. Great technique with much detail.

3rd

The Horse

“Camping With Your Horse”
Illustrator: John D. Filer
April 2003
Fun and entertaining. This piece has a warmth and humor that can only be brought out in illustration. Rendered extremely well. Good use of color and shading. Much personality brought out in the characters.

Honorable Mention

Washington Thoroughbred “Ponied”

Illustrator: Sally Martin
April 2003
Beautiful. The style is my personal favorite. Excellent use of brush and color in the Impressionistic style. The illustration captures a warmth and freshness that can not be captured with photography.

SPECIALTY CLASSES

Class 34: Single Issue Specialty Publication (18 entries)

1st

Cutting Horse Chatter

“Guide To Cutting”
Editor: Alan Gold
Designer: Mindy Young
December 2003
This entry’s purpose is to give a newcomer a guide to cutting, and that’s exactly what it does. The articles have been chosen with this in mind and cover all aspects of this sport. A novice comes away with a good overall view of cutting and is now eager to get into the sport or at least go watch it.

2nd

The Texas Thoroughbred

“Texas Champions Issue”
Editor: Lisa Marie Wood
Designer: Amie Rittler
February 2003
This entry starts with a good cover and carries the theme throughout the champions’ portion of this issue. The effective graphics includes the lacing around the edges and definitely says “Texas” with the stars in the corners and the look of leather. The good, strong writing by a host of excellent reporters really adds to this entry and is what vaulted it into second place.

3rd

Arabian Horse World “Pat Slater – A Tribute”

Editor: Denise Hearst
Designer: Patrick Walling
June 2003

Good cover photo choices. You get a sense of whom this woman was, and the photo of the horses with the camera says a lot without words. Less is definitely more with very little type on the cover.

Honorable Mention

Arabian Horse World “Toskhara Arabians”

Editor: Honi Roberts
Designer: Melanie Gleason
June 2003

The cover photo is gorgeous, and there is excellent use of photos throughout. The designer has made excellent use of white space, which in today's economy seems a lost art.

Horsemen's Yankee Pedlar “2003 Equine Affaire Guide”

Editor: Molly Johns
Designer: William Greenlaw
October 2003

This is a well-organized guide to Equine Affaire. Things were where I expected them to be—what's new, the schedule, etc. The Table of Contents is in a good spot. It's simple, direct, and easy to read. The bios are well organized. The cover is good. The fall leaf motif works, with the use of quality photos and good graphics.

Class 35: Equine Related Book (18 entries)

1st

Practical Horseman “Lessons With Lendon”

By Lendon Gray/Editors of
Practical Horseman
Designer: Lauryl Suire Eddiemon
Photographer: Mandy Lorraine
October 2003

This cover communicates at a glance what

the reader can expect to find inside. The photos throughout are stunning in their uncluttered clarity and detail. The use of a second color allows for the easy separation of commentary from the practical “how-to” advice. The advice is well organized and presented without the reader feeling they are being overwhelmed with little things.

2nd

Blood Horse Publications “I Rode The Red Horse”

By Barbara M. Libby
Designer: Brian Turner
Illustrator: Barbara M. Libby
April 2003

With a nicely done cover and interior illustrations, this children's book should be a welcome addition to any child's library collection even if they are not a horse lover. The simplified text makes the book an easy read for young readers.

3rd

Trafalgar Square Publishing “A Gymnastic Riding System Using Mind, Body, And Spirit”

By Betsy Steiner with Jennifer O. Bryant
Designer: Carrie Fradkin
Illustrator: Sandy Rabinowitz
Photographers: Phelpsphotos.com,
Mandy Lorraine, Rhett Savoie
May 2003

Nicely designed. The use of color and the high quality photos and illustrations throughout make this how-to training manual a must have for any serious rider. There is a nice balance of text and art in a clean, uncluttered presentation that makes it easy to read and visualize with or without being on the horse.

Honorable Mention

Blood-Horse Publications “The Journey Of The Western Horse”

By Les Sellnow
Designer: Russell Johnson
July 2003

Great backlit cover photo that clearly communicates what's inside. The interior has a nice mix of old and new photos that complements the running history detailing the evolution of

the western horse. Very readable text with good information.

Trafalgar Square Publishing “It's Not Just About The Ribbons”

By Jane Savoie
Designer: Carrie Fradkin
Illustrator: Beth Preston
November 2003

The front and back covers are visually appealing and nicely convey the message that there is more to riding than just winning ribbons. The interior is nicely done with good use of spot color and design elements. The detail in the drawings and photographs help make the information presented very understandable. Overall, a very nicely done, helpful book.

Class 36: Equine Calendar (6 entries)

1st

American Paint Horse Association

“2003 Travel Planner”
Editor: Gina Phipps
Designer: Jeanette Poer
A definite standout in this division – loaded with the valuable information association members require throughout the year. Directed toward a wide range of membership interest, the calendar is packaged into a beautifully designed folder. I like the versatility of this entry as it can be utilized both at home and on the road as well.

2nd

Appaloosa Journal “2003 Appaloosa Journal Calendar”

Designer: Tracy Early
A beautifully designed, quality filled calendar with the Appaloosa owner in mind. Fantastic photography has been reproduced in this artistic presentation – designed to showcase the respect this breed deserves. Geared toward their membership, it includes all the basic information they need to be an active part of the association. The exception-

al design qualities and professionalism literally jump from this wonderful “work of art.”

Class 37: Electronic Publication (4 entries)

1st

BloodHorse.com

Site Producer: Gordon Lester
Online Editor: Ron Mitchell
Design Director: Jeff Flannery
Superb portal-type site for the Thoroughbred racing industry that one can visit many times daily. A one-stop shop for all industry related news that is updated constantly. An extraordinary amount of indispensable information that has become vital to many people within the business.

Class 38: Merial Human-Animal Bond Award (18 entries)

Winner

Merri Melde “Labor Of Love”

The Texas Thoroughbred
October 2003

NOTE: All honorable mentions are listed in alphabetical order.

GENERAL EXCELLENCE

Class 39: Newsletter (2 entries)

Winner

TBH MarketWatch

Each issue contained some of those superb color stallion photos for which the Thoroughbred industry is famous. The placement of the table of contents clearly conveys the message that the publication contains a wealth of useful information. Visually appealing charts convey statistical information in several different formats. In addition, the publication makes effective use of sub-heads to break up large blocks of text in many stories. By punching holes in the publication, the publishers also convey the message that the publication will serve as a valuable reference tool, which increases the “shelf life” of each issue.

Class 40: Tabloid/Newspaper (13 entries)

Winner

Thoroughbred Times

The excellent coordination of color on the cover, the strong, well-written news stories and the easily readable packaging of results make this publication the very best – in a very strong way. For all of *Thoroughbred Times*’ strengths, one of its greatest is having layout and design folks who are willing to take chances. And the regular packaging of the results and breeding figures in the back make that information easily accessible as well.

Honorable Mention

Equine Journal

Awesome in its scope of coverage, and deserves praise for not only bringing informative stories, but also a lot of practical advice to its readers. A very strong publication that gives customers a month’s worth of good reading.

Horsemen’s Yankee Pedlar

A publication that is packed with stories and information lists makes a name this year with some strong, creative story ideas and some very practical, multi-art stories and columns for horse owners. Covers provide a nice touch of elegance. All of this makes for a very compelling publication – clearly one of the best.

Class 41: Association Magazine (circulation under 15,000 – 11 entries)

Winner

The Texas Thoroughbred

Fantastic, engaging covers. Beautiful and exciting design, starting with the contents page and continuing throughout the publication. Interesting articles on a variety of subjects. A fun magazine that keeps its focus and serves Texas Thoroughbred enthusiasts well. Simply a class act.

Honorable Mention

Eventing USA

This magazine exudes excellence from front to back. It is extremely focused while offering variety in its features, analysis and news regarding the sport of Eventing. The feature articles are well written, with lots of take-home for the reader and engaging headlines. Wonderful action photos support the articles.

Hoof Beats

Interesting, engaging covers. Nice use of bulleted cover blurbs to tell the reader what to expect inside. Beautiful design throughout. I was impressed by the variety of topics covered and quality of writing. This magazine truly serves its readers by informing about harness racing in a stylish and comprehensive manner.

Class 42: Association Magazine (circulation 15,000 and over – 5 entries)

Winner

The Blood Horse

Beautiful engaging covers. Nice cover tags to draw the reader inside. The contents page is clean and lean, but a good index. I particularly like the Dispatches section, which condenses racing news into bit-size pieces for readers and uses catchy graphics and tables. Excellent take-home information in feature articles – great use of tables and boxes for quick facts and family history. This magazine is paced with substance, from front to back. News, features, analysis, all presented in stylish manner.

Honorable Mention

Equestrian Magazine

Love the cover photographs which show action and emotion that entices the reader to look inside. Beautiful contents page that is well designed. A well-balanced magazine – the “In The Frame” section is fun, while the news sections deliver timely information. Lots of wonderful photography. Solid writing that gives take-home information to the reader.

Class 43: State or Regional Publication – Any Format (6 entries)

Winner

Mid-Atlantic Thoroughbred

Nice covers. Beautiful, clean contents page. Excellent articles and writing. Great use of color blocking and design to segregate the magazine by topic. This publication is a delightful read and provides all the information you could want or need regarding Mid-Atlantic Thoroughbred racing.

Honorable Mention

Horsemen’s Roundup

Wonderful, engaging cover photos that make the reader want to peek inside. A great news section. Lots of fun photos. *Roundup* is just full of news and timely information. This

publication offers something for everyone but it does not try to be all things to all people, which can be a tough line to walk. Very impressive job.

Class 44: Self-Supported Magazine (circulation under 15,000 – 9 entries)

Winner

Blaze Magazine

This lively publication does a great job of serving the youth audience. It provides a good mix of articles that combine fun and education. Features are well written, and yet writing level is appropriate to the audience. Covers and layouts are lively and appropriate to the audience. I especially like the innovative approach to contents, with photos linked to page numbers, brief bold headlines.

Honorable Mention

Equestrian Retailer

The store owner or manager who reads *Equestrian Retailer* will come away with ideas in every aspect of their business. Great job of including plenty of business topics. Articles are loaded with take-home. Writing is engaging and accomplished. Layouts easy to digest. The “What your customers should know” and “Resource” sidebars are valuable.

Class 45: Self-Supported Magazine (circulation 15,000 and over – 14 entries)

Winner

Equus

Its stellar writing and thorough reports make *Equus* a must-have for owners, while appealing to non-owners as well. Departments are outstanding in both content and design. The design complements and showcases the editorial content. Use of graduated color gives covers a contemporary look; coverlines are compelling.

Honorable Mention

Horse Illustrated

This informative publication offers something for everyone – most notably, a good variety of

short, solid training tips. Appropriately, given its name, it has outstanding photos and good illustrative photos that make the training points. Layouts stand out.

Young Rider

This pleasant magazine meets its mission with articles appropriate to its readers, writ-

ten at a level that also is appropriate. Writing style is a cut above most of the contenders – for youth or adult. Cover design is appropriate for the audience. Overall, a publication with a well-defined mission that meets it well.

OVERALL PUBLICATION

Winner

The Blood Horse

An information packed publication that delivers content in a simple, yet effective, design every week of the year. *The Blood Horse* combines the power of photography with that of typography to offer its readers all what they

need to know about the industry they cherish and love. Through its pages the magazine reflects the needs and wants of its audience and it offers them, on a silver platter, I may add, a quality and stylish read for the week. A well rounded publication deserving a well rounded honor.

2004 JUDGES

Kate Bandos

With more than 30 years of book promotion experience, Kate has worked with hundreds of publishers and authors, and dealt with a wide array of media people. Since the formation of KSB Promotions in 1988, she has primarily worked with independent publishers and self-published authors, helping them garner media exposure. Key projects for Meredith Books on *The Home Depot's 1-2-3 Series*, *Better Homes & Gardens Making A Home*, and other titles adds an interesting balance. Prior to the formation of KSB Promotions, Kate was publicity director for several mid-size publishing companies including M. Evans & Company (NYC), Globe Pequot Press (CT) and Pelican Publishing (LA). Kate, along with her partner/husband Doug, handles national, regional, and local campaigns designed to fit each publisher's specific needs and budgets. They work with non-fiction titles only, specializing in cookbooks, travel guides, parenting, gardening, home how-to, consumer health, select children's books and other general lifestyle books.

Katherine Benenati

Katherine is a staff writer with the *North County Times*, a daily newspaper that covers the northern suburbs of San Diego. She is originally from Mount Airy, Maryland, and worked at the Frederick (Md.) *News-Post* as a business writer

before moving to California. Katherine is a 1996 graduate of Towson University. She and her husband, photographer Greg Benenati, do not own a horse, but have a wonderful dog named Coltrane.

Jeanne Bernick

Jeanne writes about livestock and forage for *Farm Journal* magazine, a national agribusiness magazine with more than 500,000 readers. A graduate of the University of Missouri School of Journalism, Jeanne has won numerous writing awards from the National Association of Agricultural Journalists and American Ag Editors Association (AAEA), including being named Master Writer by AAEA. She currently resides in Eastern Iowa with her husband and two daughters and enjoys trail riding and amateur showing on her horse, a former sprint-track Thoroughbred.

Marian Studer Carpenter

Marian is a lifelong horsewoman who has been writing about these spirited creatures for more than 20 years. A former editor of the *Arabian Horse Times*, She has a degree in mass communications, has written a popular Western Horseman Publications book, and continues to write full-time on equine related topics for her WonderWords company near Amarillo, Texas.

Bob Caruthers

Bob is Professor of Graphic Design at West Texas A&M University. He received Bachelor of Fine Arts and Master of Fine Arts degrees from the University of Mississippi. He has taught graphic design at the collegiate level since 1979 at Auburn University from 1979 until 1986, and at WTAMU from 1986 until present. A former magazine art director, package designer and advertising agency art director, he has won numerous ADDY Awards and his work has appeared in *Print* magazine's regional design annual several times.

Steve Cornett

Steve was raised on a farm in Randall County, graduated from West Texas State University on the GI bill, working the farm and at the *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 has been editor of *Farm Journal's Beef Today* since 1999.

Sarah Donnell

A 20-year veteran of advertising, Sarah has experience as both a client and an agency executive. With a background in traditional and loyalty marketing, and branding and strategic planning, Sarah's advertising experience encompasses a wide variety of clients including Northwest Airlines, Delta Airlines, Chemical Bank, Tupperware, Mystic Lake Casino, Realtree Outdoors, Abu Garcia, Hardee's, Great Clips and Jiffy Lube. Today, Donnell Advertising offers a full range of agency services to its clients in the outdoor recreation industry. Clients include Grand Meadows Nutritional Products, Gemini Sport Marketing, Equibrand, Tack 'n Togs and St. Croix Saddlery.

Jill J. Dunkel

Jill is an agricultural freelance writer and graphic designer with a degree in agricultural journalism from Texas A&M University. Her home-based business, Dunkel Designs, incorporates writing, photography, layout and web design. Working from her office on her family's ranch near Wichita Falls, Texas, Jill writes regularly for equine and livestock web and print publications in addition to corporate clientele. She enjoys riding and

showing horses with her husband Doug and their children, Ashton, Sidney and Blake.

Tracy Gantz

Tracy is the deputy director of the Thoroughbred Owners of California. Her publication background includes working as the managing editor of *The Thoroughbred of California* and the *Paint Horse Journal*, a staff writer for *The Blood-Horse*, and a copy editor on the news desk of Southern California newspapers. She has a journalism degree from the University of Kentucky and is a past president of American Horse Publications.

G. W. Hall

G.W. has a proven track record of success in helping many kinds of organizations achieve communication goals. As President of Fighting Fox Creative Forces, he has written and edited copy for numerous newsletters, magazines, brochures, press releases, web sites, radio broadcasts, and print ads. In addition, G.W. often coordinates the production and distribution of his clients' publications. Along the way, he has won many different awards for writing and newsletter production. In addition to his work as an independent writer, G.W. currently serves as Director, Finance for the Atlanta Chapter of the International Association of Business Communicators (IABC). He has also served as the chapter's Director, Communications for four years. In these capacities and others, he has judged many different awards competitions. G.W. has also taught numerous seminars on writing and newsletter production.

Samir Husni, Ph.D.

Samir Husni, aka "Mr. Magazine™", is Hederman Lecturer and Professor of Journalism at the University of Mississippi where he heads the magazine service journalism program. Dr. Husni is the author of the annual *Samir Husni's Guide to New Consumer Magazines*, which is now in its 18th year. He is also the author of *Launch Your Own Magazine: A Guide for Succeeding in Today's Marketplace and Selling Content: The Step-by-Step Art of Packaging Your own Magazine*, both published by Hamblett House, Inc. He is "the country's leading magazine expert," according to *Forbes* ASAP magazine, "the nation's leading authority on new magazines," according to

min: media industry newsletter; and *The Chicago Tribune* dubbed him "the planet's leading expert on new magazines." He has appeared on Good Morning America, CNBC, CNN, CNNFN, PBS, and on numerous radio talk shows including National Public Radio's Morning and Weekend Editions. When he is not in his office reading magazines, Dr. Husni is at the newsstands buying magazines.

Danna Kelemen

Danna is currently working on her Ph.D. in agricultural education at Oklahoma State University. Prior to returning to school, she spent eight years working in the field of agricultural communications. She has a bachelor's degree in ag communications and a master's in ag education from Texas Tech University. She began her career with the State of Texas as a communications specialist and then worked for six years for the Vocational Agricultural Teachers Association of Texas. While at the Ag Teacher's Association, Danna served as the communications director, tracked and analyzed legislation and served as the editor of *Texas FFA News*. Most recently she worked as a freelance grant writer and communications consultant. Danna maintains a busy schedule: attending school, working as a teaching associate at OSU and raising her 22 month-old daughter.

Raymond J. Lamont

Ray has been editor of *The Westerly Sun*, an award-winning seven-day newspaper in Westerly, Rhode Island, since March 2000. He formerly served as managing editor of the *Daily Local News* in West Chester, Pennsylvania, as editor of the *Times-Herald* in Norristown, Pennsylvania, and prior to that, as city editor of the *Daily News-Record* in Harrisburg, Virginia. A native of Pittsfield, Massachusetts, he began his over 24-year journalism career at that city's hometown newspaper, *The Berkshire Eagle*, where he worked as a sportswriter, education editor, City Hall/government reporter and an assistant news editor. He is also a member of the Board of Directors of the New England Society of Newspaper Editors.

Larry Larson

Having shown Quarter Horses professionally for over twenty years, Larry realized a need for quality equine photography in the upper

Midwest. An apprenticeship with well-known photographer Don Shugart from Grapevine, Texas, led to a new career in equine photography and it has now evolved into the fields of graphic and website design. Specializing in the 'fine art' of equine photography, he maintains a portfolio consisting of an elite group of clients from across the nation and Canada. He is also a freelance writer for numerous nationally recognized equine publications covering the events and human-interest stories from his region. Residing in Rapid City, South Dakota, Larry has hosted an annual equine photography clinic in South Dakota plus additional classes in Laramie, Wyoming and Anchorage, Alaska. Elected to the American Quarter Horse Association Board of Directors in 2000, he was appointed to the AQHA Marketing and Public Information committee.

Christy Couch Lee

Christy is the director of communications for the *National Swine Registry* in West Lafayette, Indiana. Previously, she was the media/communications specialist for the Illini Union at the University of Illinois at Urbana-Champaign. She was the managing editor of *Homestead* magazine, a John Deere publication with a circulation of more than 100,000. She began her career as a field editor for *The American Quarter Horse Journal* in Amarillo, Texas. Christy holds a bachelor's degree in agricultural communications from Oklahoma State University, and has won numerous national awards for her writing and photography. Although she owns no horses herself, Christy loves to cheer her younger brother on as he competes in PRCA team roping.

Christi Huffman Miller

Christi serves as director of communications for the Missouri Pork Association in Columbia, Missouri. The former field editor and editor of *The Quarter Horse Journal* is a graduate of the University of Missouri-Columbia, with a degree in agricultural journalism. She and her husband, Chuck, a high school agriculture teacher, raise cattle and a daughter on their farm near Columbia.

Ken Pirtle

Ken has taught photography at Amarillo College since 1975. He is currently Professor of Photography and Chairman of the Visual

Arts Department, consisting of programs in Fine Art, Graphic Design and Photography. Ken holds a Bachelors of Fine Arts Degree, Commercial Art with a minor in photography from Texas Tech University. He also has completed a master's degree in art from West Texas A&M University. After completing college, Ken worked as a layout artist for the American Quarter Horse Association. He also spent three years as photographer/artist for KVII-TV, Amarillo prior to joining the faculty at Amarillo College. He has been married for 35 years, has two grown children and two granddaughters. Ken continues to create personal art and photography at every opportunity.

David Richardson

David has been manager and creative director for David Hayden Advertising for over nine years. David Hayden Advertising, located on Dark Hollow Farm in Upperco, Maryland, handles the marketing and promotion of accounts exclusively related to the Thoroughbred racing and breeding industry. He is active in the Maryland racing community and is vice-president of the Maryland Racing Media Association. David is well versed in multimedia, print and web design and has created numerous Thoroughbred racing related web sites. He currently maintains and is webmaster of seven equine related web sites.

Ron Ross

Ron is editor of *Apply*, a Primedia business magazine serving the agricultural retailing industry. He earned a B.S. degree in agricultural journalism from South Dakota State University. His award-winning career includes time served as associate editor of the *Farmer* and editor of *Irrigation Age*, at Webb Publishing Company. He also developed major public relations campaigns at Swanson Rollheiser Holland, Inc. in Omaha, Nebraska, and Miller Meester Advertising in Minneapolis, Minnesota.

Sherry Ross

Sherry has been a sportswriter for 25 years. Since 1995, she has worked for the *New York Daily News* as a writer and hockey columnist. Her assignments include the Triple Crown and Breeders' Cup races as well as other major Thoroughbred racing events in addition to the National Hockey League. Sherry has been a frequent contributor to many magazines as a freelance writer. For the past 10 years, she has

authored the annual guide, "The Hockey Scouting Report." A lifelong horse lover, she owns a 28-year-old American Quarter Horse who is enjoying semiretirement in New Jersey. She is a 1977 graduate of Rutgers University.

Burt Rutherford

Burt is communications director for the Texas Cattle Feeders Association (TCFA), headquartered in Amarillo. He's held that position since 1985, when he moved to Amarillo and began his employment at TCFA. As communications director, he is responsible for the public relations, media relations and the internal and external communications that the Texas Cattle Feeders Association conducts. He is editor of TCFA's award-winning weekly *Newsletter* and *Cattle Feeders Annual* and numerous brochures, pamphlets, statements and position papers. In addition, he has administrative responsibilities, serving as the main staff person on the association's Industry Relations Committee. He is an award-winning editor and freelance writer, consistently placing in regional and national contests. Prior to joining the Texas Cattle Feeders Association, Burt was editor of a weekly trade newspaper, the *Western Livestock Journal*, headquartered in Denver. He graduated in 1980 from Colorado State University with a bachelor's degree in agricultural journalism. He and his wife, Debby, have two daughters who are active in school and sports. Debby is an assistant principal in the Amarillo school district.

Linda H. Smith

Linda is Managing Editor of *Top Producers* magazine, a national publication for commercial farms with more than 187,000 readers. She is the recipient of three Oscars in Agricultural awards from the America Agricultural Editors' Association and has served as a screener for the prestigious National Magazine Awards and the American Business Media's Awards. She is a lifelong rider in hunt seat and dressage. For two years, Linda desktop-published the quarterly newsletter, *Centered Riding News*, and has written for other equine publications from time to time.

Philip Waugh

Phillip has experience as creative director and senior art director of several prestigious design/advertising firms in Dallas and Houston. He also did freelance design in Manhattan. The

majority of his advertising/design career has been spent doing contract work for major design or advertising firms. He graduated from North Texas State University in 1981 with a BFA in advertising. Some of the firms he has been affiliated with are: Eisenberg Inc.; Sibley Peteet Design; Loucks Atlier; Herring Design; Brain Storm; Tracy Locke and Partners; The Marketing Continuum. Among the list of clients include EDS; Dr Pepper; Motorola; Nokia; Labatt Beer - Labatt, Tacate, Sol, Dos Equis, Snapple, PGS: The Dallas Ballet: and Houston Museum of Fine Arts. One of his major projects was the Dr Pepper/Nascar promotional campaign. His work has been published in several international design annuals including Graphis, AIGA and Communication Arts. He has also received several awards from Dallas and Houston advertising award shows.

Jan White

Jan, an old friend of AHP (since his "youth" when he art directed *Hoof Beats*), is a communication design consultant, specializing in improving the relationship of editing, typography and layout. Award-winning graphic designer, he developed formats for hundreds of periodicals, books, tabloids, and newsletters. As editorial design consultant, he has influenced countless more. He has given more than 1800 seminars, including half a dozen for AHP. Allworth Press has just published his classic how-to book, *Editing by Design*, in a brand-new third edition, and the third edition of his *Graphic Idea Notebook* is due in June. He asks you kindly to look them up at Amazon.com.

CaraLea R. Willoughby

CaraLea is owner of Willoughby Design and Illustration, a ten-year-old design studio. She has over 20 years of experience in the graphic design industry. Clients include Sergeant's Western World and Waggoner Ranch Cutting Horses in Bridgeport, Texas. She is a cutting horse owner and competitor since 1984.

Dave Wohlfarth

Dave is a mass communications instructor at West Texas A&M University where he teaches print media classes. He's in his 13th year of teaching. For 12 years at the school, he also served as the adviser for WTAMU's award-winning newspaper, *The Prairie*. He has served as a judge for many publications and contests,

including the Associated Collegiate Press Association. Before becoming a teacher, Wohlfarth spent 27 years in daily newspapers, including stops in Dayton, Ohio, (as a sports writer, copy editor and news editor) and Lincoln, Nebraska. (executive sports editor). Dave earned a B.A. in journalism from the University of Nebraska in 1964 and a master's in mass communications from Texas Tech University in 1992. He is an avid tennis player; his wife an avid horse person who competes in cutting. His daughter, Jenny, is a former *American Quarter Horse Journal* copy editor and columnist.

Jenny Wohlfarth

Freelance magazine writer/editor Jenny Wohlfarth has published more than 350 articles for a wide variety of consumer and trade magazines, ranging from horse and animal topics to design, architecture, travel and regional interests. She began her journalism career 10 years ago writing for *The Quarter Horse Journal*. Since then, she has been a member of the editorial staffs of several national magazines, including *STORY*, a literary journal, and *Writer's Digest*, a monthly magazine for aspiring writers. She is the former managing editor of *HOW Magazine*, a bimonthly trade magazine for graphic designers, and former executive editor of *I.D. (International Design) Magazine*, another award-winning publication for professional designers. She has a bachelor's degree in writing/communication from the University of Evansville (Indiana) and a master's degree in English from the University of Cincinnati. She currently teaches magazine journalism and feature writing as a visiting assistant professor at the University of Cincinnati and continues to write and publish magazine articles. Jenny has also recently served as a juror in the *Thoroughbred Times Fiction Writing Competition*, *Writer's Digest Annual Writing Contest* and *Writer's Digest Self-Published Books Competition*.

Mark Wright

Mark is a 29-year veteran in graphic design, advertising and marketing. He and his wife own and operate Halcyon Design in Montgomery, Alabama, a graphic design, advertising and marketing agency. They have four children and have recently welcomed their first grandchild to the family, Mollie Claire Sibia, born December 7, 2004. And, yes, they are spoiling her rotten.



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