



**American Society of
Business Publication Editors**

*22nd Annual National
Honors and
Editorial
Excellence
Awards*



June 21, 2000
Embassy of Finland
Washington, D.C.

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Competition Chair
David Blanchard

Conference Program Chair
Robin Sherman

Awards Coordinator
Bob Mueller



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Record number of entries is evidence of editorial excellence

ASBPE's Annual Awards Competition, established 22 years ago, recognizes outstanding editorial, design and Web development by editors and artists working on business publications. With a record-setting 2,013 entries this year, the ASBPE Competition remains by far the largest in the business press.

Awards this year are being given in 12 editorial categories, eight design categories, and five web categories. In addition, the Society annually recognizes a Magazine of the Year in each of two circulation categories.

The competition is open to any qualifying trade, professional, business or association publication.

The 25 judges chosen to determine this year's standard of excellence are publishing veterans with years of distinguished service with business publications, as editors, editorial directors, publishers, consultants and designers. Their reputations speak for themselves, and we are grateful for the time and dedication they devoted to the judging process.

We are equally honored by this year's award-winners, who are helping to advance the profession of business journalism. We congratulate all of you for the quality of your work, and thank you for



your participation in this year's competition.

— *David Blanchard*
ASBPE National
Vice President

David Blanchard, senior editor of Penton Media, Inc.'s *Supply Chain Technology News*, is ASBPE National Vice President.

He joined Penton in 1999 with 15 years in trade publishing, covering a range of publications in the manufacturing, computer technology and electronics fields.

Previously, he was founding editor of an on-line newsletter, *The Manufacturing Report*, and *Intelligent Manufacturing*, a monthly newsletter. He also was senior editor for *Evolving Enterprise*, as well as a contributing editor to *APICS – The Performance Advantage*.

Blanchard has launched several newsletters serving the advanced computing field and has written for numerous trade publications, as well as two books on advanced computing technology. He has been a panel chair and speaker at a number of industry events.

For ASBPE, Blanchard has edited the national newsletter, and served as competition manager of the 1999 and 2000 national awards competitions.

He is a graduate of Northern Illinois University and a former teacher.

Lifetime Achievement Award

Bernie Knill



The American Society of Business Publication Editors is proud to announce Bernie Knill as our first honoree of the ASBPE Lifetime Achievement Award.

Knill is Editor of *Material Handling Engineering*, the *Material Handling Engineering Handbook & Directory*, and *Supply Chain Flow*. He has been with *Material Handling Engineering* since 1957.

Industry Involvement

During the course of his long career, Knill has achieved that which all good editors in our field of business and trade publications aspire to: He is not only a top-notch editor of a magazine, but he's also an integral part of the industry his magazine covers.

He is a member of the Materials Handling & Management Society (MH&MS) and is a delegate to Material Handling Industry, Conveyor Equipment Manufacturers Association, and the Automatic Identification Manufacturers.

As a result of his involve-

ment, Knill has been often recognized by the material handling industry. In 1992, he was the recipient of the Reed-Apple Award, the industry's highest honor. That same year, the MH&MS

presented him with the William T. Shirk Award for outstanding service and contributions to the industry.

From 1984 to 1992, Knill spearheaded a monthly column, called the "Red Tag Report," which exposed the efforts of elevator safety authorities to regulate vertical reciprocating conveyors and other material handling equipment.

From 1986 to 1992, he wrote the Automatic Identification Supplement, with *Industry Week*, which took the message of material handling, systems integration, continuous flow manufacturing, and mechanized warehousing to top management.

He has moderated and spoken at numerous industry conferences and seminars, where he's become noted for his statesmanship, his "determined voice" and his "piercing eyes," with which

more than once he brought various factions of the industry together, or at least helped them see each other's side and to agree on new directions.

Education has been a particular concern to Knill. He served on the College-Industry Council on Material Handling Education and with related sections of the Material Handling Institute. A fellowship was established in his name by the Material Handling Foundation, and supported by a contribution from Penton Publishing.

Award-Winning Journalist

As for his profession in journalism, Knill is no stranger to ASBPE, having won some 18 awards for editorial excellence, and that's before this Lifetime Achievement Award.

He also has been a five-time winner of the Neal Award for outstanding journalism from the American Business Press (now American Business Media).

In addition to editing and writing for his magazine, he also has edited and written various supplements, handbooks, series, columns, features and editorials on various aspects of the industry.

One year he even took on famed newspaper columnist Jack Anderson. It seems that Anderson (and other newspaper journalists) thought the new national bulk mail system was a "Rube Goldberg" creation. Knill's editorials and articles showed that the new system was indeed state-of-the-art.

What others say about Bernie Knill

"Bernie had a way, in moderating long industry sessions, to get out the differences between opposing parties — like consultants and equipment manufacturers.... Through Bernie's efforts to get us all together by seeing each other's sides, we were able to agree on going to functional specs vs. design specs. The result was that users got a better, more up-to-date material handling system instead of one that was five years behind the times."

— *Howard Zollinger,
Zollinger Associates*

"I knew Bernie in the early '70s and even then he was a consistent, unwavering voice.... He supports our grunt-level work and its technical underpinnings all the way up through the senior levels. He's written the most insightful editorials based on his regular attendance at industry meetings. He has a zeal for high industry standards, ethics and professionalism.... That's his legend."

— *John Nofsinger, CEO,
Material Handling Industry*

His wife "coaxed me into trying blackened tuna" at an association meeting. "I took a bite and ran for the nearest fire hose.... Nevertheless, I still can't wait to consume his crisp commentaries!"

— *Bill Casey,
Executive Vice President,
SI Handling Systems*



Paul J. Heney, an editor with Penton Media, Inc.'s *Hydraulics & Pneumatics* magazine, has been ASBPE National President since 1999.

Previously, Heney had been the Society's National Vice President and Conference Chair, and has also served as a local officer for the Cleveland Chapter of ASBPE.

During his tenure at ASBPE, Heney has worked closely on member development, and was instrumental in helping launch or develop new local chapters in Los Angeles, San Francisco and Washington, D.C.

Heney has been the ASBPE Conference Chair for the past three years, and was responsible for the annual meetings held in Cleveland (1997), Washington, D.C. (1998), and Chicago (1999)

Heney has been with Penton since 1995, where he is a member of the company's Editorial Advisory Team.

He received a B.S. in engineering from the Georgia Institute of Technology.



Robin Sherman is executive director of ASBPE and Editor of the Society's newsletter. This year and in 1999, he is also program chair of the national conference.

Previously, Sherman spent three years as Editorial Director at Argus, Inc., publishers of more than 40 business magazines. In this position, he developed corporate editorial excellence standards, including formal, year-round editorial and design analyses, to improve the Argus publications.

Sherman also spent eight years at Argus as Assistant Editorial Director responsible for editorial development and design. During this period, he organized or designed more than 30 magazines, instituted efficiencies in editorial production, and trained editors and artists. Sherman was also Editor/Associate Publisher of *Adhesives Age* magazine and was a copy and layout editor at the daily *Atlanta Constitution*.

In addition to serving ASBPE, Sherman provides editorial and design services to business magazines and book publishers.

He has a B.A. in sociology from George Washington University and an M.A. in journalism from the University of Georgia.



Magazine of the Year

*Over 80,000 Circulation
Selling Power*



Laura Gschwandtner
Jacklyn Boice
Malcolm Fleschner
Malcolm Campbell
Dana Ray
Henry T. Canaday
Christine Neuberger
Karen E. Starr
Sally Dunning
Laurie Ross
Colleen McCudden
Jennifer Linch
Tarver Harris

*Under 80,000 Circulation
Meetings & Conventions*



Lori Cioffi
Loren G. Edelstein
John Reynolds
Lisa Grimaldi
Sarah J.F. Braley
Maria Lenhart
Mark Chesnut
Carla Benini
Cheryl-Anne Sturken
Martha Cooke
Lauren Libert-Balsamo
Mayumi T. Hudgins

Judges for Magazine of the Year

James Mallory, Business Editor, *The Atlanta Constitution*
Dr. Leara Rhodes, Professor of Journalism, University of Georgia
Arthur Sweum, Executive Vice President, Editorial, Multi Ag Media
Bill Wolpin, Editorial Director, *Waste Age*

■
EDITORIAL AWARDS
■

■
Case History
Over 80,000 Circulation

Bronze
Beyond Computing
“Problem-Solver:
When Disaster Strikes”
June 1999
Bob Mueller,
Dan Weisberg

Silver
CIO Magazine
“Nerd Makers”
September 15, 1999
Daintry Duffy, Sandy Kendall,
Jessica Sepe, Alice Dragoon,
Tom Wailgum, Lynne Rigolini

Gold
Professional Builder
“The Aggressive Acquisitor”
December 1999
Heather McCune, William Lurz

■
Case History
Under 80,000 Circulation

Bronze
Big Builder
“Taylor Made”
July/August 1999
Sharon O’Malley

Silver
Services
“Cleaning Hoover Dam”
March 1999
Donald E. Tepper

Gold
Chain Leader
“Rockin’ Robin”
June 1999
David Farkas, Mary Boltz
Chapman, Bill McDowell

■
Feature Article
Over 80,000 Circulation

Bronze
PC World
“Spam! How It Happens,
and How to Beat It”
November 1999
Roberta Furger, Judy Heim,
Kim Zetter

Silver
Overdrive
“Wasted Days & Wasted Nights”
August 1999
Linda Longton

Gold
PC Computing
“Internet Business 100”
July 1999
Mike Hogan, Leslie Ayers

■
Feature Article
Under 80,000 Circulation

Bronze
American City & County
“2001:A Trash Odyssey”
May 1999
Janet Ward

Silver
Building Operating Management
“Pentagon Battle Plan”
September 1999
David Kozlowski

Gold

Building Products
“When a Product Fails”
July/August 1999
Jean Dimeo, Sharon O’Malley



Feature Series

Over 80,000 Circulation

Bronze

PC World
“Web@Warp Speed”
March 1999
PC World Staff

Silver

Progressive Farmer
“Turning the Century”
November–December 1999,
January 2000
Progressive Farmer Staff

Gold

Builder
“Housing America”
July 1999
Matthew Power, Roberta Maynard,
R.E. Blake Evans, Carolyn Weber,
Rebecca DePietropaolo, Catherine
O’Keefe, David Wilkening



Feature Series

Under 80,000 Circulation

Bronze

Catalog Age
“The 101+ Best Ideas of All Time”
June 1999
Laura Beaudry, Sherry Chiger,
Melissa Dowling

Silver

Chain Leader
“Restauratour”
February–April 1999
Mary Boltz Chapman,
Lisa Bertagnoli, Bill McDowell

Gold

American School Board Journal
“Generation of Cheaters”
April 1999
Kevin Bushweller



How-To Article

Over 80,000 Circulation

Bronze

PC Computing
“Windows Superguide”
September 1999
Ed Bott, Chris Null

Silver

IW Growing Companies
“Ten Steps to Improve
Customer Loyalty”
October 1999
Shari Caudron

Gold

CFO Magazine
“Changing Channels”
February 1999
Kris Frieswick, Roy Harris,
Julia Homer



How-To Article

Under 80,000 Circulation

Bronze

Automotive Rebuilder
“Rebuilding the Chevy LTI”
September 1999
Doug Anderson

Silver

Tradeshow Week
“Ten Ways Small Shows
Can Compete Successfully
in a Crowded Market”
February 22, 1999
Joan Mather

Gold

Food Management
"Kitchen Arts –
Knockout Gnocchi"
July 1999
Diane Ridge, Sharri Wolfgang

■
News Section

Over 80,000 Circulation

Bronze

Computerworld
May 10, 1999
Editorial Staff

Silver

ABA Journal
June 1999
Debra Baker, Mark Hansen,
Michael Higgins, James Podgers,
Hope Viner Samborn

Gold

PC World
June 1999
Yardena Arar, Daniel Tynan,
Lincoln Spector,
Laurianne McLaughlin,
Scott Spanbauer, Dan Miller

■
News Section

Under 80,000 Circulation

Bronze

Healthcare Informatics Magazine
February 1999
Pamela Tabar

Silver

Contemporary Long Term Care
August 1999
Yvonne Parsons, Elise Nakhnikian

Gold

The National Law Journal
November 1, 1999
National Law Journal Staff

■
Regular Column, Contributed

Over 80,000 Circulation

Bronze

Computerworld
"Driving the Deal"
April 26 & July 5, 1999
Joe Auer, Rick Saia,
Allan Alter

Silver

PC World
"Consumer Watch"
March & June 1999
Roberta Furger

Gold

Construction Equipment
"Hands-On Trucking"
May–June 1999
Tom Berg, Katie Weiler,
Hayley Coleman

■
Regular Column, Contributed

Under 80,000 Circulation

Bronze

Student Lawyer
"Hot Practice"
October–December 1999
Margaret Graham Tebo,
Ira Pilchen

Silver

Security Management
"Viewpoint"
April & August 1999
Larry C. Johnson, Jeff Marquart

Gold

Business Law Today
"Legal-Ease"
May/June & July/August 1999
Howard Darmstadter

■
Regular Column, Staff Written

Over 80,000 Circulation

Bronze

CIO Magazine

“Reality Bytes”

March 15 & October 15, 1999

Megan Santosus, Todd Datz,
Sandy Kendall, Steve Traynor,
Jessica Sepe, Tom Wailgum,
Lynne Rigolini

Silver

American Medical News

“Findings”

April 26 & July 26, 1999

Greg Borzo

Gold

PC Computing

“Opinion”

August-October 1999

Paul Somerson

■
Regular Column, Staff Written

Under 80,000 Circulation

Bronze

The School Administrator

“Executive Perspective”

March & September 1999

Paul D. Houston

Silver

Pensions & Investments

“Decree of Irony”

May 17 & November 15, 1999

Barry B. Burr

Gold

Utility Business

“UB Comment”

January & April 1999

Martin Rosenberg

■
Regular Department

Over 80,000 Circulation

Bronze

Restaurant Business

“Menu Strategies”

April 1, May 15 & August 15, 1999

Paul Disbrowe, Meredith Petran,
Tom Strenk, Amy Struck,
Beth Meyers

Silver

Restaurants and Institutions

“Operations”

April 1, August 1,

October 15, 1999

Patricia Dailey, Scott Hume,
Margaret Sheridan,
Janice Matsumoto,
Deborah Silver, Jacqueline Rance,
Chuch Hutchcroft

Gold

ABA Journal

“Trends in the Law”

April, June & September 1999

Debra Baker, Patricia Barnes,
Debra Cassens, Steve France,
John Gibeaut, Michael Higgins,
Alexandra Varney McDonald,
Hope Viner Samborn,
William C. Smith

■
Regular Department

Under 80,000 Circulation

Bronze

Homecare

“Market Analysis”

February, April & May 1999

Michele Luderer

Silver

American Demographics

“Top Lines”

September–November 1999

Jennifer Lach, John Fetto

Gold

Bloomberg Wealth Manager
“Estate Planning”
July-December 1999
Carole Gould, Michelle DeBlasi,
Willim H. Inman



Signed Editorial

Over 80,000 Circulation

Bronze

Ward's Auto World
“Dumbing Down Design”
May 1999
Drew Winter

Silver

Hospitals & Health Networks
“The Art of Heart”
June 1999
Alden Solovy

Gold

Restaurant Business
“The Rights of Whom?”
November 1, 1999
Peter Romeo



Signed Editorial

Under 80,000 Circulation

Bronze

*Transmission &
Distribution World*
“A Loss of Characters”
July 1999
Rick Bush

Silver

Seed Trade News
“Hunger's Lackluster Eyes”
October 1999
Sherri Bruhn

Gold

Utility Business
“Dismantle the
Holding Company Act”
February 1999
Martin Rosenberg



Single News Article

Over 80,000 Circulation

Bronze

American Medical News
“Hard-Hitting Lawyers”
October 18, 1999
Sarah A. Klein

Silver

IEEE Spectrum
“Why the Mars Probe
Went off Course”
December 1999
James Oberg

Gold

PC World
“Software Bugs Run Rampant”
January 1999
Scott Spanbauer



Single News Article

Under 80,000 Circulation

Bronze

CleanRooms
“Urokinase Contamination”
March 1999
Judy Keller, George D. Miller,
Kelly Sewell

Silver

DVM Newsmagazine
“Covert Taping Lands
DVMs in Legal Mire”
October 1999
Lynne Brakeman

Gold

The National Law Journal
“Wal-Mart Cited
for Discovery Abuse”
May 3, 1999
Bob Van Voris



Special Report/Special Section
Over 80,000 Circulation

Bronze
Builder

“A Call for Heroes”
July 1999
Matthew Power

Silver

Medical Economics
“Managed Care 1999”
April 12, 1999
Ken Terry, Deborah Grandinetti,
Susan Harrington Preston,
Anne Finger, Neil Chesanow,
Mark Crane

Gold

ABA Journal
“Race and the Law”
February 1999
ABA Journal &
National Bar Journal Staff



Special Report/Special Section
Under 80,000 Circulation

Bronze

*American School & University/
Access Control & Security
Systems Integration*
“Under Siege”
July 1999
Joe Agron, Mike Kennedy,
Larry Anderson, George Partington

Silver

Veterinary Economics
“Providing a Lifetime of Care”
Fall 1999
Wendy S. Myers, Lucia Carruthers,
Ami Johnson, Elizabeth Brown,
Sarah A. Chadwick,
Antoinette Patterson

Gold

Folio:
“Magatrends”
September 15, 1999
Tony Silber, Deborah Schwab,
Teresa Ennis, Jo Bennett,
Mary Harvey



Technical Article
Over 80,000 Circulation

Bronze

Photonics Spectra
“A Start on Parts
for Multiphoton Spectroscopy”
November 1999
Daniel C. McCarthy

Silver

PC World
“Windows vs Windows
vs the World”
October 1999
Scott Spanbauer,
Harry McCracken,
Anush Yeghazarian,
Glenn McDonald,
Carol Pragides

Gold

Builder
“Under Fire”
October 1999
Matthew Power

■
Technical Article

Under 80,000 Circulation

Bronze

Best's Review

"Safe House"

August 1999

Ron Panko

Silver

Tire Review

"Get the Angle
on Alignment"

December 1999

Larry Carley

Gold

Computer Graphics World

"Visualizing Uncertainty"

November 1999

Diana Mahoney

■
GRAPHICS AWARDS

■
Contents Page

Over 80,000 Circulation

Bronze

Intech

August 1999

Vanessa Harris

Silver

*Restaurants &
Institutions Marketplace*

February 1999

Glen Luensman

Gold

Research & Development

June 1999

Michael N. Smith

■
Contents Page

Under 80,000 Circulation

Bronze

Golfdom

January-February 1999

Lisa Bodnar

Silver

Building Design & Construction

August 1999

Mary Sondergaard

Gold

Energy User News

February 1999

Brandon Lane

■
**Front Cover: Buyer's Guide,
Special Report, Annual**
Over 80,000 Circulation

Bronze
Computer Reseller News
"Windows 2000 Files"
October 18, 1999
Giulia Pobjelky

Silver
Network World
"The Buzz Issue"
September 27, 1999
Rob Stave, Beth Schultz

Gold
Remodeling
"1999 Buyer's Guide"
August 1999
Bruce Tobin, David Sharpe

■
**Front Cover: Buyer's Guide,
Special Report, Annual**
Under 80,000 Circulation

Bronze
BE Radio
"Product Source"
July 1999
Michael J. Knust

Silver
Residential Architect
"Product Guide 2000"
December 1999
Judy H. Neighbor,
Kristina Goings

Gold
Veterinary Economics
"Providing a Lifetime of Care"
Fall 1999
Gregory B. Kindred,
Alison Fulton

■
Front Cover: Non-Photo
Over 80,000 Circulation

Bronze
Ward's Auto World
April 1999
Brian Kaldahl, Drew Winter

Silver
Road King
May-June 1999
Dan Brawner, Michael Nott

Gold
Computer Reseller News
November 14, 1999
David Nicastro

■
Front Cover: Non-Photo
Under 80,000 Circulation

Bronze
Food Distribution Magazine
August 1999
Patrick Fahrner

Silver
Food Distribution Magazine
December 1999
Patrick Fahrner

Gold
Student Lawyer
November 1999
Mary Anne Kulchawik,
Ken Wilson

■
Front Cover: Photo
Over 80,000 Circulation

Bronze
Road King
January-February, 1999
Mike Mathers, Michael Nott

Silver

Restaurants and Institutions
December 15, 1999
Ben Holman

Gold

Architectural Record
January 1999
Bitter + Bredt,
Anna Egger-Schlesinger,
Robert A. Ivy



Front Cover: Photo
Under 80,000 Circulation

Bronze

Lubes-n-Greases
August 1999
Greg Whitlow

Silver

IIE Solutions
July 1999
Marty Benoit, Craig Hall

Gold

Meat Marketing & Technology
September 1999
Queenie Burns



Front Cover: Tabloid
Over 80,000 Circulation

Bronze

Federal Computer Week
March 22, 1999
Jeff Langkau, Susan Morrison,
Johnny Goodyear

Silver

Computerworld
August 9, 1999
April O'Connor

Gold

Computer Reseller News
December 20, 1999
David Nicastro



Front Cover: Tabloid
Under 80,000 Circulation

Bronze

Building Products
November–December 1999
Jean Dimeo, Wendy Kelly

Silver

Energy User News
May 1999
Brandon Lane

Gold

Energy User News
February 1999
Brandon Lane



New Publication Design
Over 80,000 Circulation

Silver

Intele-Card News International
Fall 99
Kathy Clark

Gold

e-com
November 1999
Dave Pape, Peggy Smedley,
Lynne Bairstow



New Publication Design
Under 80,000 Circulation

Bronze

Supply Chain Technology News
September–October 1999
Mark Whitehouse,
Robert G. Rosenbaum

Silver

*Productores de Hortalizas
para Centroamerica*
November 1999
Melissa Mack

Gold

Bloomberg Wealth Manager
November–December 1999
Laura Zavetz



Opening Page or Spread
Over 80,000 Circulation

Bronze

CFO
“Dollars in the Details”
July 1999
Diane McEnaney

Silver

Overdrive
“Wasted Days & Wasted Nights”
August 1999
Tim Cooper

Gold

Construction Equipment
“Why Own Equipment?”
September 1999
Brandon Lane



Opening Page or Spread
Under 80,000 Circulation

Bronze

FORM
“Y2K – The Other Side
of Midnight”
February 1999
Roxanne Rash

Silver

Building Operating Management
“Bombings”
February 1999
Jeff Giercke, Wayne Winter,
Pat Foran, Dick Yake

Gold

Security Products
“Museum Security:
Don’t Let It Gogh”
September 1999
Greg Lakloufi



Publication Redesign
Over 80,000 Circulation

Bronze

Network World
March 15, 1999
Rob Stave, John Dix

Silver

Computerworld
October 26, 1998 &
October 25, 1999
Computerworld Design Group

Gold

Connect!
May 1999 & August 1999
Michael Nott



Publication Redesign
Under 80,000 Circulation

Bronze

Video Systems
January 1999
Liz Nord

Silver

Pensions & Investments
August 10, 1998 &
November 29, 1999
William T. Bisson Jr.,
Michael J. Clowes,
Nancy K. Webman, Elizabeth Karier,
Peter James Retzbach,
Pam Geisinger

Gold

Advertising Age’s Creativity
July–August 1998 & June 1999
Jeanine Dunn

■
ONLINE AWARDS
■

■
New Web Publication

Bronze

Wireless Review
Candice Anstaett,
Rhonda Wickham,
Darren Sextro,
Cheri Jones

Silver

Business Week Frontier
Rick Green, Julia Lichtblau,
Bob Arnold, Mike Mercurio,
Joe Mandel, Jeremy Quittner

Gold

CFO Magazine
Joseph McCafferty, Julia Homer

■
Original Online Column

Bronze

Interactive Week,
ZDNet Interactive Investor
Larry Dignan

Silver

Network World
Fred McClimans

Gold

Upsidetoday.com
Susan Karlin

■
Original Online Database

Bronze

Construction Equipment
Larry Green, Katie Weiler

Silver

PC World
Online Editorial Staff

Gold

Network World
Adam Gaffin

■
**Original Online
News Section**

Bronze

Network World
Dave Kearns

Silver

PC World
Online Editorial Staff

Gold

Network World
Doug Barney

■
**Original Online
Publication Design**

Bronze

Progressive Farmer
Jamie Cole

Silver

Pest Control Technology
Steve Smith, Sydney Work,
Keith Kelley, Bill Cox

Gold

Best's Review
Best's Review Staff



**American Society of
Business Publication Editors**

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