



**American Society of
Business Publication Editors**

24th Annual National
***Honors and
Editorial
Excellence
Awards***

for the year 2001



Presented
June 20, 2002
The Mid-America Club
Chicago, Ill.

Made possible with the kind contribution of our sponsor



Conference Chair
Paul J. Heney
Conference Program Chair
Robin Sherman

Competition Chair
Robert Freedman
Awards Coordinator
Dick Mikes



National President
Paul J. Heney, Senior Editor, *Hydraulics & Pneumatics*

National Vice President
Robert Freedman, Senior Editor, *Realtor*

National Treasurer
Frances Richards, Freelance Writer/Editor



Austin Chapter President
Kimber Richards, Publications Manager, National Instruments

Boston Chapter President
Roy Harris, Senior Editor, *CFO*

Chicago Chapter President
Tina Grady, Senior Associate Editor, *Automotive Body Repair News*

Cleveland Chapter President
Steve Smith, Managing Editor, GIE Media

Dallas Chapter President
Jyme Mariani, Managing Editor, *GM Pro*

Denver Chapter President
Bill Gardner, Editorial Director, *Craftrends* and *Stamp It!*

Detroit Chapter President
Caroline Fuller, Managing Editor, *Engineered Systems*

Los Angeles Chapter President
Kassandra Kania, Managing Editor, *Pharmaceutical & Medical Packaging News*

Minneapolis Chapter President
Mark Druskoff, Editor, *MinnesotaBusiness*

New York Chapter President
Mina Landriscina, Managing Editor, *Consulting*

San Francisco Chapter President
J.T. Long, Managing Editor, *Comstock's*

Washington, D.C. Chapter President
Kathleen Sheehan, Editorial Consultant



Executive Director
Dick Mikes

Associate Director
Robin Sherman

Copyright 2002

American Society of Business Publication Editors
710 E. Ogden Ave., Suite 600, Naperville, IL 60563
telephone (630) 579-3288 fax (630) 369-2488
web www.asbpe.org e-mail info@asbpe.org

Editorial, design excellence still important in a down economy

By Robert Freedman
Competition Chairman



ASBPE's Annual Awards Competition, established 24 years ago, recognizes excellence in editorial and design of business magazines and their associated Web sites.

As a continuing testament to the importance that our industry places on quality editorial and design, ASBPE received the second largest number on entries ever this year for its annual competition.

Editors entered 2,254 times, just 275 fewer entries than last year's all-time high of 2,529, which was a 25% jump from the previous year's 2,013!

One might hypothesize that editors, designers, and their publications entered our contest at such a high pace because in a down economy awards are an even more important marketing tool, and everyone needs something more for bragging.

ASBPE's contest offers a large number of categories because we know the editor's work is more than just writing, editing, and designing a feature article. We want to reflect the variety of editorial and design work as best we can.

Without a doubt, ASBPE has the best understanding of editorial and editorial design and what editors do everyday. After all, we are editors!

Additionally, our judging criteria is second to none. Each category is judged on four or five major criteria, each with important "sub-criteria."

Most of our editorial categories have an important design/presenta-

tion component, and our design categories have an important editorial component. You can't have one without the other, *if* you want to communicate clearly and quickly.

Our judges know this too. They are business publishing veterans with distin-

guished service as editors, editorial directors, publishers, academicians, consultants and designers. We are grateful for their time and dedication.

All this makes our contest most competitive and remains by far the largest in the business press.

We are very much honored by this year's award-winners, who are helping to advance our editorial profession. Congratulations, all of you, for the quality of your work.

We must also recognize all of our entrants who did not win. There's a lot of fine work out there, and you should be proud! Thank you for helping ASBPE continue its educational services.

Lastly, Howard Rauch deserves a very special hoorah as our Lifetime Achievement Award recipient. His work for quality editorial performance continues to this day.

Robert Freedman is ASBPE's vice president, contest chairman, and a board member of the Society's Washington, D.C. chapter. He is also senior editor of *Realtor* magazine. Previously, he was an associate editor for *Apartment Finance Today* and *Affordable Housing Finance*, and covered Congress for *Housing & Development Reporter*.

What ASBPE is all about

Founded in 1964, the American Society of Business Publication Editors (ASBPE) is the only professional association in the United States exclusively for full-time and freelance editors and writers employed by business, professional, association, and trade magazines and their associated Web sites.

OUR MISSION

Our focus is on helping editors develop better editorial and editorial management skills, as well as a better understanding of sales, circulation, marketing, production, and the Internet, all of which enhance our members' performance and prepares them to play larger roles in their publishing organizations.

At ASBPE, editors are not just an afterthought.

According to the Society bylaws, ASBPE also:

- 1) provides a forum for the exchange of ideas for the advancement of the profession and in which members can work together on common problems, and
- 2) encourages ethical standards of conduct in the practice of business journalism.

WHAT WE DO

The Society offers its members and the business press many benefits.

ASBPE is widely known for its annual **Competition for Editorial, Design, and Web Excellence**. Awards are given in 37 categories on both a national and regional level. The contest is the largest and most competitive of its kind in our market. Members get entry discounts.

The Society's top awards are the **Magazine of the Year** and the

Lifetime Achievement Award.

The association sponsors a national **Business Publication Editorial Conference** annually in June for networking and educational purposes at a significant value over other related industry meetings. Conference speakers are cutting-edge experts not often seen elsewhere. Members get a discount.

Additionally, regular educational meetings are held around the country at ASBPE **local chapter meetings** in Austin, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Minneapolis/St. Paul, New York, San Francisco, and Washington, D.C. Look for Philly soon!

The Society publishes a **membership newsletter** filled with association news and how-to articles to help editors do their work more effectively.

Our Web site at www.asbpe.org is filled with complete information about the association and its chapters, along with other special features, such as an **editorial job bank** where publishing companies may list job openings for free.

Especially valuable is the **members-only section of the Web site**, which presently has 1) a discussion forum where members can seek advice, 2) a membership directory, 3) results of our latest research into editorial salaries and workplace practices, and 4) special how-to, instructional articles.

The Web site also offers a **Code of Preferred Editorial Practices** which recommends guidelines for dealing with a variety of editorial-related issues, as well as a large number of links to other editorial-related sites.

Paul J. Heney, senior editor with Penton's *Hydraulics & Pneumatics*, has been ASBPE national president since 1999. He is also conference chair and on the board of the Cleveland chapter.



During his tenure at ASBPE, Heney has worked closely on member development, helped launch or redevelop most of ASBPE's local chapters, and spearheaded new benefits for members.

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

Richard Mikes, ASBPE executive director, works for Association Management Systems (AMS), the company that manages ASBPE.



For more than 15 years, AMS has provided executive management, administration, financial management, and meeting planning for its association clients.

Mikes has long experience working with several associations, including the Calendar Marketing Association, the Chicagoland Association of Financial Institutions, and the Illinois chapter of Certified Commercial Investment members.

Frances Richards, a freelance writer and editor, is ASBPE's national treasurer and board member of the Cleveland chapter.



She started her career as director of marketing for a school supply company, then a freelance writer for Fahy-Williams Publishing, and editor

of a legal directory for Lawyers Register Publishing. Next, a tradeshow firm hired her to launch *Exposé* for executives and buyers in the food/drug/mass retail industry.

More recently, Richards was managing editor for *Designfax* and *Medical Equipment Designer*, and senior editor of *Motion System Design*.

Robin Sherman is associate director of ASBPE and editor of its member newsletter. He is also program chairman of the Society's Editorial Conference.



Sherman also consults and freelances in editorial development and publication layout and design.

He spent 11 years in editorial director management at a large business publisher, several years as editor/associate publisher of *Adhesives Age*, and six years as a newspaper journalist.

Roy Harris, an award-winning journalist, has been a senior editor at *CFO* magazine for six years, writing feature articles and editing finance and management stories.



He is also the Boston chapter president for ASBPE.

Before joining *CFO*, Harris spent 23 years at *The Wall Street Journal*, including as deputy chief of the paper's 14-member Los Angeles bureau. He began his business reporting career in 1971, covering the aluminum industry from the *Journal's* Pittsburgh bureau.

Harris has also worked for the *Los Angeles Times* and *St. Louis Post-Dispatch*, where his father was a Pulitzer Prize-winning reporter.

American Society of
Business Publication Editors

2002 Lifetime Achievement Award

Howard Rauch

President, Editorial Solutions
Former Vice President, Editorial Director, Gralla Publications



He's known for his quantitative analyses of editorial performance, a vast in-house training program, his calls for corporate editorial director positions, and a consultancy geared to help editors do their work more effectively.

Howard Rauch, editorial consultant to business-to-business magazines and former vice president/editorial director of Gralla Publications is the 2002 Lifetime Achievement Award honoree of the American Society of Business Publication Editors.

Rauch is the ASBPE's third honoree of the award, which was first given in 2000 to Bernie Knill of Penton Media's *Material Handling Engineering* magazine, and last year to Vernon Henry, corporate editorial director for Advanstar.

Rauch accepted his award and spoke at ASBPE's national Awards of Excellence Banquet on the evening of June 20 at the Mid-America Club in downtown Chicago. The

awards banquet was held in conjunction with ASBPE's national Business Publication Editorial Conference.

Recognized for his accomplishments in 40+ years in editorial, editorial management, and consulting, Rauch developed extensive programs for in-house editorial training, quantitative evaluation of editorial performance, recruitment, competitive analyses, and editorial marketing while at Gralla (since absorbed into other publishing companies).

CONSULTING PRESENCE

In June 1989, after an overseas publisher acquired Gralla, Rauch took his editorial skills and launched Editorial Solutions, a B-to-B editorial consultancy. With almost 13 years in business since then, Rauch has worked with more than 38 clients while, he says, "perfecting my competitive analysis system" and providing a host of editorial services including marketing and competitive

analyses, training workshops, start-up strategies, and development of editorial director positions in growing companies.

His clients have included Bobit Publishing; Joe Hanson, founder of *Folio* magazine; Jim Prevor, publisher of *Produce Business*; and Shore-Varrone (now part of VNU Business Publications USA).

Rauch began work with Bobit, his long-standing client, in November 1989. President Ty Bobit wanted “a high level of editorial content.” Rauch said. “In 1990, I did my first workshop for the Bobit editorial team; that relationship has continued until now, and I’ve always been treated as a member of the family rather than an outsider.”

Rauch said his Bobit relationship is “my best example of success: longevity! If you’re a consultant who works enthusiastically to help clients reach a higher editorial level, but speak up for editorial rights in the process, you earn the privilege to stay on the team.”

More evidence of the respect Rauch has in the business publishing community is the numerous times he’s been a speaker at the Folio:Show and the ASBPE national Editorial Conference, at publishing companies, and at universities. He has also judged editorial contests for ASBPE, the Neal Awards, and at individual publishing companies.

EARLY CAREER

Rauch began his career in 1959 as an assistant editor covering variety stores and restaurants in Lebharr-Friedman’s *Chain Store Age* group. At this early stage, three experiences shaped his future:

1) The written test based on a field visit. When applying for an

editorial position at Lebharr-Friedman, Rauch said he had “to visit a variety store . . . and then write an article based on interesting merchandising trends I observed. In my later management years, I frequently used the field visit as part of the screening process” when he was hiring prospective employees.

2) The importance of travel.

“Even as an assistant editor, I was required to constantly visit stores, talking to managers, and taking photographs of interesting displays,” Rauch said. “It sunk in pretty quickly that without these field trips, how could you really know [about your industry]?”

3) The need for multiple

skills. “Shortly after joining the *Chain Store Age Variety Store Edition*, I was promoted to a desk editor job on the *Restaurant Edition*, which eventually became the powerhouse known as *Nation’s Restaurant News*. My job involved copy editing and layout.

“While I already had found that business magazine writing was a challenge, the prospect of doing layout was absolutely daunting. But I had a great teacher! He had lots of patience with my bumbling.

“Within a few months, I discovered that, for whatever the reason, I had an eye for graphics and was soon laying out and pasting up — remember pasting up? — most of the magazine.”

In later years, Rauch said he met many editors who never had graphics exposure.

“Because of this shortfall, they lost out on management opportunities,” he said. “At the same time, these editors were happy in jobs that were 100 percent writing. So they wore one hat well, but that was the end of it.”

But his teacher at the *Restaurant Edition* was a role model who taught Rauch the importance of being willing and able to train others, “a principle I bought into forever.”

After briefly holding positions as a newsletter editor for Prentice-Hall, in public relations, and as a freelance writer, Rauch became managing editor at *Vending Times*.

The 16-page tabloid served a market he had some knowledge of because he had written for them as a freelancer. Rauch was there for four years, and the magazine grew from the number three book in the market to number one.

“There was travel galore!” Rauch said about his experience at *Vending Times*. “It was not unusual for me to spend eight or more consecutive weekends at regional association meetings.

“Again, I must salute the importance of travel. I became acquainted with people all over the country, had dinner with them and their families, and we got to know each other as friends rather than editor and source!”

Vending Times was known to have a copy deadline two to three days before printing and mailing, Rauch said.

“It was like closing a monthly on a weekly schedule. Compare that to modern times, where lead times of 30 days or more are the order of the day for hapless monthlies battling the eternal problem of editorial timeliness. Makes you wonder sometimes about the alleged benefits of modern technology.”

GRALLA DAYS

Rauch joined Gralla in 1968 as editor and associate publisher of a start-up tabloid serving the retail sporting goods business. It had tough competition from two other magazines that had veteran and well-respected editors on staff and another publication also coming into the field.

“At Gralla, which was to be a 21-year stop, I firmed up the view that a capable business magazine editor acquires expertise in any field if he or she works at it,” Rauch said. “On the other hand, it may be harder for professionals with extensive industry knowledge to join a magazine in an editorial capacity and fulfill creative obligations effectively. The experienced editor vs. the experienced professional question is an interesting debate that may never be resolved. But now you know my position.”

Over the next several years, Rauch was editor or publisher of four other magazines before being named vice president/editorial director in 1976. The company was then launching its 12th magazine. During his tenure, Gralla grew to 20 magazines staffed by more than 100 editors.

It was as editorial director that Rauch refined many of his editorial concepts and developed programs incorporating his principles. The corporate editorial director, he believed, was the only person capable of setting corporate editorial standards and the only way an

“The experienced editor vs. the experienced professional question is an interesting debate that may never be resolved.”



entire publishing company could argue that its publications achieved editorial excellence.

Training. “My favorite accomplishment was creating one of the most extensive in-house editorial training programs in the business magazine field,” he said. “At its peak, the program had more than 40 workshops a year geared to various junior and/or senior editorial management levels. Many people knew of my in-house program and were eager to launch something similar in their organizations.”

One result of Rauch’s reputation was his writing a chapter on career development for the 2nd edition of *The Magazine*.

Among the topics of his in-house sessions were:

- the editorial/sales relationship
- the editor as personnel manager
- editorial complaints
- public speaking
- trade show coverage
- production flow

Performance Evaluations. As both as an editor and editorial director, Rauch wrestled with how to discuss performance issues with staff. “The typical approach, equally frustrating for supervisor and subordinate, was management by adjectives,” Rauch said. “You’ve heard those discussions before, I’m sure, such as ‘not enough volume’ [or] ‘work needs heavy editing’ [or] it takes you too long to write features.”

Rauch believed a capable editorial manager, using a reasonable metric, must decide how long it should

take a staff member to do any job. This covered routine work — writing product items or doing production — as well as researching and writing the most complex “round-up” feature.

Applying quantitative standards to qualitative work was hardly popular, he said. “Still, it was a hot topic back in the ’70s, and my Lone

Ranger-like work in this area got the attention of several industry program chairpersons. Thus, I began a 15-year run of delivering editorial performance workshops at *Folio*: conferences.

In 1984, Rauch wrote in *Folio*: what has been called the first definitive position paper on performance evaluation standards. Later, two personnel management articles he wrote for *Folio*: were included in the 1991 edition of *The Handbook of Magazine Publishing*.

“This matter of quantitative standards — now designated as ‘editorial performance metrics’ in post 9/11 strategy plans written by certain publishers — may never be resolved. What top management must realize, of course, is that there is no convenient one size fits all approach. Metrics must be tailored to individual magazines; without that, goals editors may be asked to achieve often are unrealistic.”

Content Analyses. Another of Rauch’s strong interests was developing a method for competitive analyses and other forms of editorial marketing. “When making calls with salespeople, I frequently observed that they were ‘all thumbs’

“Metrics must be tailored to individual magazines; without that, goals editors may be asked to achieve often are unrealistic.”

when it came to matching strengths of our magazines vs. the opposition. Because of my previously expressed predilection for quantitative expression, I began work on an 'editorial counts' system."

Why not emphasize qualitative strengths alone?

"Because, unfortunately, many advertisers were looking for an easy yardstick that demystified business magazine evaluation. If you could prove you were doing more — whether it be four-color graphic usage, attention to specific product categories or statistical enterprise — this was easier to sell," Rauch said.

"I want to emphasize that none of the endeavors I pursued would have gone very far without the encouragement of Milt and Larry Gralla. Both were editors by background and strongly supported the importance of demonstrated editorial superiority."

What Others Say

Congratulations to Howard Rauch on being named the 2002 ASBPE Lifetime Achievement Award winner.

Howard was a strong influence on editorial excellence at Shore-Varrone, Inc., (now part of VNU Business Publications) as he has been throughout the b-to-b publishing industry.

I enjoyed working with Howard in his capacity as an editorial consultant to Shore-Varrone, and wish I had been able to learn from him when I was starting out in this busi-

ness as a young and very inexperienced editor.

— *Doug Shore*
private investor, and
former chairman and co-CEO,
Shore-Varrone, Inc.

As a former partner at SVI and vice president of Gralla Publications in N.Y., I had the opportunity to

work with Howard for many years. We actually worked closely together for 13 years as the leaders of a unique team that started new magazines and cured sick ones. A few that come to mind are *Sporting Goods Business, Catalog Showroom Business, Supermarketing* and *National Jeweler*.

Howard was the best editor and editorial director I worked with in my 35 year career in business publishing. He's an outstanding writer, teacher and idea man. [He was also] sensitive and supportive of the difficult job of selling advertising.

I'm thrilled to hear that he is getting the ASBPE Lifetime Achievement Award.

— *Stan Berman*
consultant
Berman Media Sales Inc.

When critiquing our magazines, Howard never told me what I wanted to hear. He told me what I needed to hear.

Praise from Howard doesn't come easily. But when it comes, you can be certain you've gotten it right.

— *Linda Longton,*
vice president, editorial,
Randall Publishing

*"...many
advertisers
were looking
for an easy
yardstick
that
demystified
business
magazine
evaluation."*





Magazine of the Year

80,000 and over circulation

CIO

Editorial Director,
Lew McCreary
Editor-in-Chief,
Abbie Lundberg
Deputy Editor, Rick Pastore
Managing Editor,
David Rosenbaum
Managing Editor, Production,
Cheryl Asselin
Executive Editors,
Michael Goldberg,
Christopher Koch, Derek Slater



Leadership & Mgt. Ed., Edward Prewitt
Opinion Editor, Megan Santosus
Research Editor, Lorraine Cosgrove Ware
Special Projects Editor, Mindy Blodgett
Tech. Editor, Christopher Lindquist
Consulting Editor, Janice Brand
Senior Editors, Alison Bass, Elana Varon
Features Editor, Lafe Low
Senior Writers, Scott Berinato,
Meredith Levinson, Stephanie Overby,
Susannah Patton, Sarah Scalet

Staff Writers, Simone Kaplan,
Ben Worthen
Copy Chief, Tom Wailgum
Asst. Managing Editor-Prod.,
Kathleen S. Carr
Copy Editors, Kelli A.
Gauthier, Emily S.
Henderson, Sarah Johnson
Research Manager,
Lynne Z. Rigolini
Editorial Resources Manager,
Carol Zarrow

Editorial Assistants, Joe Sullivan,
Daniel Horgan
Projects Specialist, Christina Sousa
Operations Specialist, Julie Hanson
Exec. Director, Art & Design, Mary Lester
Art Directors, Hana Barker, Lisa Munroe,
Owen Edwards (associate)
Senior Designers, George Lee,
Chandra Tallman
Associate Designer, Alberto Capolino
Design Group Assistant, Rachel Barnett

under 80,000 Circulation

HealthLeaders

Publisher and President,
Scott McQuigg,
Editorial Director,
L. Ann Movalson
Art Director, Doug Ponte
Senior Editors, Alexandra
Matisoff-Li, Chris Rauber,
Senior Writer, Robin Madel
Staff Writers/Editors, Brad
Cain, Michelle Rogers,
Sara Selis
Roundtable Editor,
Tom Gillem



Assistant Managing Editor,
Lori Newman
Editorial Assistant,
Tannie Soo Hoo
Online Editors,
Philp Betbeze, Jim Molpus
Advertising Director,
Joe Guerriero
Director, Internet Operations,
Greg George
Director, Special Project,
Mark McMahan
Controller, Tim Meise

Magazine of the Year, Honorable Mention

80,000 and over circulation

Overdrive

Editor,
Linda Longton
Editorial Director,
Max Heine
Senior Editor,
Andy Duncan
Managing Editor,
Laura Crackel
Technical Editors,
Tim Barton, John Baxter,
Paul Hartley



Associate Editor,
Jill Dunn
Contributing Editors,
Sean Kelley,
Donna Pierce,
James Crawford,
Carlisle Campbell
Art Director,
Tim Cooper

PC World

Editorial Director,
Kevin McKean
Creative Director,
Robert Kanen
Managing Editor,
Kimberly Brinson
Executive Producer,
Andrew Eisner
Executive Editors, Tracey
Capen, Randy Ross, Harry
McCracken, Ramon G. McLeod
Asst. Managing Editor, Paul-Michael King
Sr. Editors, Edward N. Albro,
Yardena Arar, Rex Farrance,
Rebecca Freed, Karl Koessel,
Michael S. Lasky, Alan Stafford,
Peggy Watt
Sr. Associate Editors, Richard Baguley,
Andrew Brandt, Tom Mainelli,
Anne B. McDonald, Aoife M. McEvoy,
Dennis O'Reilly, Anush Yegyzarian
Sr. Reporter, Tom Spring
Associate Editors, Grace Aquino,
Seán Captain, Lisa Cekan, Eric Dahl,
Alexandra Krasne, Kalpana
Narayanamurthi, Melissa J. Perenson



Sr. Copy Editors,
Stephen Compton,
Tracy Yee, Steven Gray,
Frederic Fane Wolfer
Research Editor, Kristina Saar
Editorial Production Assoc.,
Henry Pham
Asst. to the Editorial Director,
Laura Blackwell
Administrative Assistant,
Felicia Williams
Deputy Art Director, Barbara Adamson
Associate Art Directors,
Kate Godfrey, Pierre Granier
Assistant Art Director, Beth Kamoroff
Designer, Sean McDonald
Associate Designers, Diego Aguirre,
Marlene Tobias
Test Center Director, Ulrike Diehlmann
Mgr. of Benchmark Dev., James Motch
Sr. Performance Analysts,
Elliot S. Kirschling, Jeffrey Kuta
Performance Analysts,
Tony K. Leung, Thomas Luong
Sr. Test Center Coord., Julian Weatherby
Test Center Coord., Julio C. Giannobile

Magazine of the Year, Honorable Mention

under 80,000 circulation

Best's Review

Vice President,
Lee McDonald
Assistant Vice President,
Marilyn Ostermiller
Editor,
David Hilgen
Managing Editor,
Sally Whitney
Senior Associate Editors,
Barbara Bowers,
Lori Chordas,
Lynna Goch, Meg Green,
Dennis Kelly, Ron Panko,
David Pilla
Associate Editors,
Lorraine Gorski, John Hillman,
Fran Matso Lysiak



News Editor, Mark Dobrow
Assistant News Editor,
Sue Johnson
International Editor,
Brendan Noonan
Senior Editorial Assistant,
Meg Lane
BestWeek Editor,
Caroline Saucer
News Production Supervisor,
Karen A. McNamara
Production Manager, Susan L. Browne
Senior Publication Designers,
Michele Salmon, William Waggoner
Artists, Adam Garlinger, Mark Parsons
Design Coordinator, Laura Plumpton
Graphics Coordinator, Stephen D'Amato

Sales & Marketing Management

Editor-in-Chief,
Melinda Ligos
Editorial Director,
Andy Cohen
Executive Editor,
Betsy Cummings
Managing Editor,
Christine Galea
Senior Editors,
Kathleen Cholewka,
Erin Strout



Associate Editor,
Mark McMaster
Art Director,
Victoria Beerman
Associate Art Director,
Erika Gomez

■
EDITORIAL AWARDS
■

■
CASE HISTORY
circulation 80,000 or more

Gold
Builder
Killer Application
November 2001
Daniel Walker Guido, Senior Editor
Catherine O'Keefe, Editor
Patricia Hurley, Associate Editor
Boyce Thompson, Editor-in-Chief
Debby Leopold, Managing Editor

Silver
CIO Magazine
What Went Wrong at Cisco?
August 1, 2001

Bronze
Big Builder
Care Givers
November 2001
Roberta Maynard

■
CASE HISTORY
circulation under 80,000

Gold
Computer Graphics World
No Bones About It
February 2001
Karen Moltenbrey, Phil LoPiccolo,
Jenny Donelan, Suzanne Heiser

Silver
Chain Leader
Lounge Act
January 2001
David Farkas, Mary Boltz Chapman,
Sherry Hatlestad

Bronze
Professional Remodeler
Personnel Problems
May 2001
Wendy A. Jordan, Alicia Garceau,
Mary Sondergaard

■
FEATURE ARTICLE
80,000 or more

Gold
Overdrive
Driven To Despair
November 2001
Jill Dunn, Charles Cox,
Linda Longton, Max Heine,
Andy Duncan, Laura Crackel

Silver
Remodeling
Bombproof Your Business
March 2001
Joseph F. Schuler Jr., Senior Editor,
Paul Deffenbaugh, Editor-in-Chief,
Christina Hartman, Mng. Editor

Bronze
Heavy Duty Trucking
Killer Chemicals
September 2001
Steve Sturgess, Oliver B. Patton,
Jim Winsor, Deborah Whistler

■
FEATURE ARTICLE
under 80,000

Gold
Bloomberg Wealth Manager
When Retirement Needs a Cure
April 2001
William H. Inman, Dan Rottenberg

Silver
Washington Business Forward
Mercenary, Inc.?
May 2001
Washington Business Forward

Bronze

Meetings & Conventions

Repair Work
September 2001
Cheryl-Anne Sturken, Lori Cioffi
Allen Sheinman, Loren G. Edelstein

■
FEATURE SERIES

80,000 or more

Gold

Informationweek

E-Business Ethics
February 19, May 14, July 30, 2001
Informationweek

Silver

Builder

Gen-X Files, Single File, Open File
February, September, December 2001
Patricia Hurley, Associate Editor,
Boyce Thompson, Editor-in-Chief,
Debby Leopold, Managing Editor,
Catherine O'Keefe, Editor

Bronze

Macworld

Old Mac, New Tricks
June, July, August 2001
Rick LePage, Franklin Tessler,
Adam Engst, Lotus Abrams,
Nancy Peterson

■
FEATURE SERIES

under 80,000

Gold

Lubes 'N' Greases

China Waits, A Long Slow Simmer
February, March 2001
Lisa Tocci, Tim Sullivan,
Greg Whitlow

Silver

EyeNet Magazine

When Good Drugs Go Bad
When Eye Meds Cause Trouble
Sept., Oct., Nov., Dec. 2001

Bronze

DVM Newsmagazine

Wolves at the Door
May 2001, June 2001
Maureen Hrehocik,
Daniel R. Verdon, Stephanie Davis,
Jennifer Fiala, Lecia Landis

■
GOVERNMENT COVERAGE

80,000 or more

Gold

Federal Computer Week

November 5, 2001, November 12, 2001
Allan Holmes, Editor-in-Chief,
John Stein Monroe, Editor,
Colleen O'Hara, Managing Editor,
FCW Staff

Silver

Heavy Duty Trucking

April/May 2001
Doug Condra, Deborah Whistler,
Oliver B. Patton, Steve Sturgess,
Patricia Smith, Deborah Lockridge

Bronze

Government Computer News

July 16, 2001, July 23, 2001
Government Computer News Staff

■
GOVERNMENT COVERAGE

under 80,000

Gold

Influence

March 7, 2001, March 21, 2001
Kate Ackley, T.R. Goldman,
Bill Kisliuk, Rebecca Pollard,
John O'Keefe

Silver
Washington Technology
Sept. 10, 2001, Sept. 24, 2001

Bronze
CE News
November, December 2001
Dan Pels, Publisher,
Shanon Fauerbach, Chief Editor,
Cathy Murphy, Features Editor,
Cory Sekine-Pettite, News Editor

■
HOW-TO ARTICLE
80,000 or more

Gold
Darwin Magazine
The Kindest Cuts
September 2001

Silver
PC World
Ultimate PC Troubleshooting Guide
April 2001
Grace Aquino, Harry McCracken,
Karl Koessel, Steve Bass, Kirk Steers,
Fane Wolfer, Jeff Berlin, Kristina Saar

Bronze
Business Week
The Ins and Outs of Cash Flow
January 22, 2001
Anne Tergesen

■
HOW-TO ARTICLE
under 80,000

Gold
Buildings
Define. Plan. Train.
November 2001
Linda K. Monroe, Regina Raiford,
Clara M. W. Vangen, Jana J. Madsen

Silver
**Journal of the American Academy of
Physician Assistants**
Responding Rapidly to Occupational
Blood and Body-Fluid Exposures
September 2001
Jennie Cavaliere, PA-C

Bronze
Light and Medium Truck
Diagnosing Tire Failures
June 2001
Howard Abramson, Jim Galligan
Transport Topics Publishing Group

■
INDIVIDUAL PROFILE
80,000 or more

Gold
CFO
Shadow Of A Doubt
February 2001
Stephen Barr, Edward Teach, Editor

Silver
Restaurants and Institutions
Model Behavior
July 1, 2001
Patricia B. Dailey, Scott M. Hume

Bronze
VARBusiness
Bill Gates and You
September 17, 2001
T. C. Doyle, Robert C. DeMarzo

■
INDIVIDUAL PROFILE
under 80,000

Gold
Sales & Marketing Management
The British are Coming
August 2001
Melinda Ligos, Dale Buss

Silver

Print Solutions
Nothing for Granted
September 2001
Darin Painter

Bronze

IIE Solutions
Tireless Educator, Fearless Leader
September 2001
Monica Elliott



NEW PUBLICATION
80,000 or more

Silver

Transform
May 2001
Jody Nurre, Doug Henschen,
Kristen Williams

Silver

WDM Solutions
October 2001
W. Conard Holton, Carol Settino

Bronze

**Alchemy – Transforming
Information into
Business Advantage**
November/December 2001
David Greenfield, Editor-in-Chief,
Nancy Bartels, Managing Editor,
Sue Garrison, Executive Editor,
Dan Davis, Senior Editor,
Stephen C. Herner, Group Art Dir.



NEW PUBLICATION
under 80,000

Silver

WDM Solutions
October 2001
W. Conard Holton, Carol Settino

Bronze

MGMA Connexion
September 2001



NEWS SECTION
80,000 or more

Gold

Computerworld
September 10, 2001
Editorial Staff

Silver

CRN

Coverage Of Terrorist Attacks
September 2001
Jeff O’Heir, Amy Rogers, Mike Cruz,
Scott Campbell, Paula Rooney,
Craig Zarley, Barbara Darrow,
Kristen Kenedy, Joseph F. Kovar,
John Roberts, Editors, Steven Burke,
Charlene O’Hanlon,
Russell Redman, Kelley Damore,
Jane O’Brien, Mindy Vulpi

Bronze

Roadstar

Trucking After The Terror
November 2001
Steve Sturgess, Deborah Whistler,
John Bendel, Bette Garber,
Patricia Smith, Oliver B. Patton,
Deborah Lockridge, Jim Winsor



NEWS SECTION
under 80,000

Gold

Sales & Marketing Management
InBox
July 2001
Andy Cohen, Melinda Ligos,
Betsy Cummings, Mark McMaster

Silver

Engineering News - Record

What Next?

September 24, 2001

Nadine M. Post, Staff Senior Writer;
Debra K. Rubin, Mng Senior Editor;
Sherie Winston, Washington Corr.;
Richard Korman, Senior Editor;
Tom Sawyer, Associate Editor;
Guy Lawrence, Art Director;
Janice L Tuchman, Editor-in-Chief

Bronze

Catalog Age

Upfront News

February 2001

Sherry Chiger, Melissa Dowling,
Paul Miller, Mark Del Franco,
Moirra Cotlier, Shayn Ferriolo,
Ellen Hansen, Sabrina Horne,
Amanda Mark

■
ON-SITE SHOW COVERAGE

80,000 or more

Silver

Ward's Auto World

Management Briefing Seminars

August 8-10, 2001

Ward's Communications Staff

Bronze

ABA Journal

ABA Journal Annual Meeting

Daily Report

August 2-6, 2001

Debra Cassens

■
ON-SITE SHOW COVERAGE

under 80,000

Silver

Plastics News

The Plastics USA Dailies

October 3-4, 2001

Plastics News Editorial Staff

Bronze

DSN Retailing Today

IMRA Show Daily

May 20-22, 2001

Tim Craig, Tony Lisanti, Mike Troy,
Laura Heller, Mike Duff,
Debbie Howell, Doug Desjardins,
Joanna Amato

■
**REGULAR COLUMN,
CONTRIBUTED**

80,000 or more

Gold

Darwin Magazine

Ecosystem

June 2001, November 2001

Silver

Latin Trade

Silicon Jack

May 2001, October 2001

Jack Epstein, Mike Zellner,

Greg Brown

Bronze

CIO Magazine

Total Leadership

April 1, 2001, October 1, 2001

■
**REGULAR COLUMN,
CONTRIBUTED**

under 80,000

Gold

Student Lawyer

Coping

January 2001, February 2001

Jonathan S. Greene, Writer,

Ira Pilchen, Editor

Silver

Underhood Service

Servicing Solutions

May, July, October 2001

Brian Manley, Contributing Writer,

Ed Sunkin, Editor

Bronze
Bloomberg Wealth Manager
Silly Questions
The Unexamined Portfolio
March 2001, July/August 2001
William H. Inman, Mary Rowland

■
**REGULAR COLUMN,
STAFF WRITTEN**
80,000 or more

Gold
M-Business
Front Lines
August 2001, December 2001
Morwenna Marshall, Galen Gruman

Silver
Network World
'Net Buzz
February 5, 2001, July 30, 2001
Paul McNamara

Bronze
Ziff Davis Smart Business
Hitch In Your Pitch
Dead Men Talking
July 2001, Dec. 2001/Jan. 2002
Wendy Taylor, Marty Jerome

■
**REGULAR COLUMN,
STAFF WRITTEN**
Under 80,000

Gold
America's Network
Upshot
February 15, 2001 April 15, 2001
Joan Engebretson

Silver
Transport Topics
Essay (Technology)
August 2001 Winter 2001
Howard Abramson,
Daniel L. Whitten,
Transport Topics Publishing Group

Bronze
Influence
Endgame
July 11, 2001, August 8, 2001
T. R. Goldman, John O'Keefe

■
REGULAR DEPARTMENT
80,000 or more

Gold
Ziff Davis Smart Business
Radar
Sept., Oct., Nov. 2001
Wendy Taylor, Chris Null,
Thomas Claburn, Annette Cardwell

Silver
PC World
Top 100
Sept., Oct., Nov. 2001
Dan Littman, Joel Strauch,
Carla Thornton, Tracey Capen,
Sean Captain, Lisa Cekan,
Alexandra Krasne,
Kalpana Narayanamurthi,
Alan Stafford, Ulrike Diehlmann,
Jeffrey Kuta, Thomas Luong,
Fane Wolfer, Rex Farrance,
Karl Koessel

Bronze
Construction Equipment
Buying File
June 2001, July 2001, August 2001
Lynn Landberg, Katie Weiler,
Heather Burlingame

■
REGULAR DEPARTMENT
under 80,000

Gold
Snack Food & Wholesale Bakery
Market Sweep
July, August, September 2001
Dan Malovany

Silver
Multifamily Executive
Regional Outlook
May 2001, June 2001, July 2001

Bronze
Operations & Fulfillment
Short Takes
June 2001, July 2001, August 2001
Rama Ramaswami, Editorial Dir.,
David Pluviose, Assistant Editor,
Barbara Arnn, Mng. Editor

■
SIGNED EDITORIAL
80,000 or more

Gold
Heavy Duty Trucking
Doug Condra Editorials
August 2001, September 2001
Doug Condra

Silver
Commercial Carrier Journal
Technically Speaking
June 2001, July 2001
Paul Richards

Bronze
Ward's Auto World
DC Lawsuit Marks...,
Bad Drivers...
March 2001, April 2001
Drew Winter

■
SIGNED EDITORIAL
under 80,000

Gold
Traffic World
Behind The News,
Perplexed
May 21, 2001, May 28, 2001
Clayton Boyce

Silver
Auto Interiors
Making The Most of a Downturn,
One Giant Leap Backward
January 2001, May 2001
Richard Lebovitz

Bronze
Supply Chain Technology News
Offline Exchange
September 2001, November 2001
David Blanchard

■
SINGLE NEWS ARTICLE
80,000 or more

Gold
Builder
After the Fall
November 2001
Matthew Power, Senior Editor,
Catherine O'Keefe, Editor
Patricia Hurley, Associate Editor
Boyce Thompson, Editor-in-Chief,
Debby Leopold, Managing Editor

Silver
CFO
The Corporate Connection
March 2001
Tim Reason, Julia Homer, Editor

Bronze
CRN
Dazed and Confused
September 10, 2001
Authors: Steven Burke, Craig Zarley,
Scott Campbell, Ed Moltzen
Editors: Charlene O'Hanlon,
Jane O'Brien
Designers: David Nicastro,
Kerin Gardener

■
SINGLE NEWS ARTICLE
under 80,000

Gold

Food Processing Magazine
The Battle For Cattle Sanity
March 2001
Steve Ennen

Silver

National Real Estate Investor
Facing Uncharted Waters
October 2001
Matt Valley, Steve Webb,
Stephen Ursery, Cristina Gair,
Jessica Miler, Sheila Spires,
Scott Upton, Kathryn Burton

Bronze

Best's Review
Mold: A Growing Problem
November 2001
Lynna Goch

■
SPECIAL SECTION
80,000 or more

Gold

PC World
Net Threats 2001: How To Spot
Them, How To Stop Them
May 2001
Harry McCracken, Eric Dahl,
Michael S. Lasky, Aoife McEvoy,
Edward N. Albro, Sean Captain,
Grace Aquino, Andrew Brandt,
Kate Godfrey, Barbara Adamson,
Robert Kaness, Steven Gray,
Fane Wolfer, Stephen Compton

Silver

Restaurants And Institutions
2001 Ivy Awards
May 15, 2001
Patricia B. Dailey, Scott M. Hume,
Janice Matsumoto,
Margaret Sheridan, Laura Yee

Bronze
CIO Magazine
Wireless
March 15, 2001

■
SPECIAL SECTION
under 80,000

Gold

Institutional Investor
Special Report: Attack On America
October 2001
Michael Carroll, Jenny Anderson,
Rich Blake, Justin Dini,
Jacqueline Gold, Deepak Gopinath,
Jeffrey Kutler, Hal Lux,
Justin Schack

Silver

Telephony
9-11
September 2001
The Telephony Staff

Bronze
Telephony
This Way Out
June 4, 2001
The Telephony Staff

■
SPECIAL SUPPLEMENT
80,000 or more

Silver

Hospital & Health Networks
H&HN/IDX 2002 Digest Of
Healthcare's Future
December 2001
Michael L. Millenson,
Jennifer Towne

Bronze

Today's Chemist at Work
Chromatography:
Creating a Central Science
September 2001
James Ryan, Julie Farrar,
Bryan Tweedy, Mark Lesney,
Randy Frey, Michael Felton,
David Filmore, Randall Willis,
Julie McDowell, Felicia Willis,
Eileen Zagone



SPECIAL SUPPLEMENT
under 80,000

Gold
Association Meetings
Beyond Borders
June 2001
Regina McGee, Barbara Brewer

Silver

Engineering News-Record
The Top 400 Contractors
Sourcebook 2001
2001
Joann Gonchar, Associate Editor

Bronze

Government Technology
Mobile Government
September 2001



TECHNICAL ARTICLE
80,000 or more

Gold
CIO Magazine
The Secret to Software Success
July 1, 2001

Silver

PC World
Peer-To-Peer Gets Down To Business
May 2001
Barbara Adamson, Kate Godfrey,
Steven Gray, Brad Grimes,
Karl Koessel, Kevin McKean

Bronze

Builder
Building Blind
January 2001
Matthew Power, Senior Editor,
Boyce Thompson, Editor-in-Chief,
Debby Leopold, Managing Editor,
Catherine O'Keefe, Editor,
Patricia Hurley, Associate Editor,



TECHNICAL ARTICLE
under 80,000

Gold
Auto Interiors
Saying It Right
April 2001
Carmen Pang

Silver

Control
Is Your System Secure?
August 2001
Paul Studebaker, Editor-in-Chief,
Rich Merritt, Sr. Technical Editor,
Lisa Liljegren, Associate Art Director

Bronze

AJM Magazine
Big E, Little E
March 2001
John Shanahan

■
DESIGN AWARDS
■

■
CONTENTS PAGE OR PAGES

80,000 or more

Gold

Ziff Davis Smart Business
December 2001/January 2002
David Allen, Michael Jennings

Silver

Restaurants and Institutions
May 15, 2001
Stacy Bryant, Patricia Dailey

Bronze

Electronic Engineering Times
October 29, 2001
Mira Ramji-Stein

■
CONTENTS PAGE OR PAGES

under 80,000

Gold

Building Products
November/December 2001
Pete Morelewicz, Jean Dimeo,
Evan Potler

Silver

Chain Leader
April 2001
Ala Ennes

Bronze

Bloomberg Wealth Manager
September 2001
William H. Inman, Laura Zavetz

■
FEATURE ARTICLE

80,000 or more

Gold

PC World
Best Free Stuff Online
March 2001
Robert Kaness, Creative Director
Glenn Mitsui, Illustrator
Beth Kamoroff, Art Dir., Designer

Silver

Builder
Sins of the Farmers
May 2001
Edwin Malstrom, Art Director,
Bruce Brown, Photographer

Bronze

PC World
Net Threats 2001
May 2001
Robert Kaness, Creative Director;
Barbara Adamson, Art Director;
Kate Godfrey, Beth Kamoroff,
Jeff Berlin, Robin Briskin, Designers;
Richard Tuschman,
William Duke, Illustrators;
Katherine Lambert, Photographer

■
FEATURE ARTICLE

under 80,000

Gold

Bloomberg Wealth Manager
A Piece of the Sky
November 2001
William H. Inman, Laura Zavetz

Silver

Building Products
Kitchen/Bath Industry Show Preview
March/April 2001
Pete Morelewicz, Jean Dimeo

Bronze
Sales & Marketing Management
Quota Busters
January 2001
Victoria Berman, Erika Gomez,
Blair Kelley

■
FRONT COVER:
ANNUAL, BUYER'S GUIDE,
SPECIAL REPORT
80,000 or more

Gold
Fleet Owner
Clean Air: Trucking's Contribution
November 2001
Dan Zeis, Yodit Tesfaye, Jim Mele

Silver
VARBusiness
VARBusiness Annual Report Card
October 1, 2001
David Bautista, Colette Wild,
Adeline Cannone, Sek Leung,
Kristin Lavin Taveira

Bronze
Builder
Buyer's Guide 2001
April 2001
Edwin Malstrom, Art Director;
Jennifer Johnston,
Senior Graphic Designer;
David Sharpe, Photographer

■
FRONT COVER:
ANNUAL, BUYER'S GUIDE,
SPECIAL REPORT
under 80,000

Gold
Snack Food & Wholesale Bakery
2002 Buyer's Guide
October 2001
Dan Malovany, Michael Escobedo

Silver
Hotels
Worldwide Product Source Guide
December 2001
Ala Ennes

Bronze
Lawn & Landscape
State of the Industry
October 2001
Charlotte Turcotte

■
FRONT COVER:
COMPUTER GENERATED
80,000 or more

Gold
CRN
Outlook 2002
December 2001
Jim Lawyer, Designer,
Eddie Milla, Photo Editor

Silver
Start Magazine
T&B 2001, Taking Center Stage
September 2001
Dave Pape, Scott Luberdia,
Peggy Smedley

Bronze
Electronic Engineering Times
2001 Salary & Opinion Survey
October 29, 2001
Mira Ramji-Stein

■
FRONT COVER:
COMPUTER GENERATED
under 80,000

Gold
Control Magazine
2001 Readers' Choice Awards
January 2001
Lisa Liljegren

Silver
MSM
Open It Up
December 2001
Alice A. Bjorklund, Art Director

Bronze
Commverge
Hungry MAN
September 1, 2001

■
FRONT COVER: ILLUSTRATION
80,000 or more

Gold
Fleet Owner
Supertech:
The Mechanics New Identity
March 2001
Dan Zeis, Yodit Tesfaye,
Jim Mele

Silver
civic.com
Retooling the Economic Engine
February 2001
Allan Holmes, Susan Morrison,
Jeff Langkau

Bronze
Web Techniques
Privacy
August 2001
Ryan Heshka

■
FRONT COVER: ILLUSTRATION
Under 80,000

Gold
Commverge
Content Couriers
June 1, 2001
Michael O'Leary

Silver
**Materials Management
in Health Care**
Climbing
July 2001
Susan Edge-Gumbel, Russ Willms

Bronze
Modern Drug Discovery
PharmacoGenomics
July 2001
James Ryan, Julie Farrar,
Scott Neitzke, Bryan Tweedy,
Randall Willis, Mark Lesney,
Randy Frey, Michael Felton,
David Filmore, Julie McDowell,
Felicia Willis, Jay Cherniak

■
FRONT COVER: NEWS TABLOID
80,000 or more

Gold
Computerworld
Major League CIO's
May 2001
Julie D'Errico

Silver
Computerworld
Smart Storage
October 15, 2001
Mitchell Hayes

Bronze
Computerworld
Navigating A Nightmare
September 2001
Julie D'errico

■
FRONT COVER: NEWS TABLOID
under 80,000

Gold
Hotel & Motel Management
Weak Economy
September 2001
Lisa Lehman, Dan Beedy

Silver
Hotel & Motel Management
Seeking Success
June 2001
Lisa Lehman, Dan Beedy

Bronze
Wireless Week
June 4, 2001
Wireless Week Staff

■
FRONT COVER: PHOTO
80,000 or more

Gold
Restaurants and Institutions
R & I – Chocolate
February 1, 2001
Stacy Bryant, Laura Yee

Silver
Industryweek
Vanishing Breed
May 7, 2001
Nickolas Dankovich

Bronze
Overdrive
Down Time
November 2001
Tim Cooper, Max Heine,
Andy Duncan, Laura Crackel

■
FRONT COVER: PHOTO
under 80,000

Gold
Meetings & Conventions
Faith At Meetings
June 2001
Lori Cioffi, Mayumi Tsuji Hudgins,
Michael L. Segawa, Dai Preston

Silver
Control Magazine
Is Your System Secure?
August 2001
Lisa Liljegren

Bronze
Bloomberg Wealth Manager
Uncaged Growth
September 2001
William H. Inman, Laura Zavetz

■
INFORMATION GRAPHICS
80,000 or more

Gold
Infoworld
June 4, 2001
Tim Downs, Ben Barbante,
Lori Flynn, Gary Streng,
Alissa Mathison, Nancy Suess,
Michael Vizard

Silver
Builder
February 2001
Edwin Malstrom, Art Director,
Boyce Thompson, Editor-in-Chief,
Catherine O'Keefe, Editor,
Jennifer Johnston,
Senior Graphic Designer,
Debby Leopold, Managing Editor,
Patricia Hurley, Associate Editor,
Sanford Kay, Info Graphics

Bronze
PC World
November 2001
Robert Kaness, Creative Director;
Sean McDonald, Designer,
Information Graphics;
Henry Pham, Production Associate,
Information Graphics

■
INFORMATION GRAPHICS
under 80,000

Gold
CIO Insight
September 2001
Jessica Helfand, William Drenttel,
Laura Baer, Jeffrey Dowd,
Ellen Pearlman

Silver
Best's Review
December 2001
News Production Department

■
NEW PUBLICATION DESIGN
80,000 or more

Gold
Baseline
October 2001
Tom Steinert-Threlkeld,
Robert Priest, Patti Gareri,
Victor Williams

Silver
Transform
May 2001
Jody Nurre, Doug Henschen,
Omar Mirabal, Kristen Williams

Bronze
**Alchemy – Transforming
Information into
Business Advantage**
November/December 2001
David Greenfield, Editor-in-Chief,
Stephen C. Herner, Group Art Dir.

■
NEW PUBLICATION DESIGN
under 80,000

Gold
CIO Insight
May 2001
Jessica Helfand, William Drenttel,
Laura Baer, Jeffrey Dowd,
Ellen Pearlman

■
OPENING PAGE OR SPREAD
80,000 or More

Gold
PC World
Ultimate PC Troubleshooting Guide
April 2001
Robert Kanes, Creative Director
Mark Matcho, Illustrator,
Jeff Berlin, Art Director

Silver
VARBusiness
The Wireless Movement
October 15, 2001
David Bautista, Colette Wild,
Adeline Cannone, Sek Leung,
Kristin Lavin Taveira

Bronze
CIO
Calling Mars
February 15, 2001
Andrea Healy, Owen Edwards

■
OPENING PAGE OR SPREAD
Under 80,000

Gold
Fresh Cup Magazine
Basic Training
November 2001
Tiffany Howard, Art Director,
Vanessa Wilson, Illustrator

Silver
Bloomberg Wealth Manager
To Each His Own
May 2001
William H. Inman, Laura Zavetz

Bronze
Bloomberg Wealth Manager
Please, No More Golfballs
June 2001
William H. Inman, Laura Zavetz,
Beatrice R. McDonald

■
OVERALL TYPOGRAPHY
under 80,000

Gold
Chain Leader
April 2001, May 2001
Ala Ennes

Silver
Control Design
February/March 2001, April 2001
Julie Bajramovic, Joe Feeley

Bronze
Control Magazine
August 2001, September 2001
Lisa Liljegren, Paul Studebaker

■
PUBLICATION REDESIGN
80,000 or more

Gold
IEEE Spectrum
November 2001
Staff of IEEE Spectrum

Silver
Infoworld
May 14, 2001
Tim Downs, Ben Barbante,
Lori Flynn, Gary Streng,
Alissa Mathison, Nancy Suess,
Michael Vizard

Bronze
Government Computer News
June 2001
Phyllis L. Maringer,
Thomas R. Temin

■
PUBLICATION REDESIGN
under 80,000

Gold
Bank Investment Marketing
March 2001
Linda Johnson, Holly Sraeel

Silver
T&D
May 2001
Haidee Allerton, Elizabeth Jones

Bronze
HealthLeaders
June 2001
L. Ann Movalson, David Herbick

■
WEB AWARDS
■

■
INTERACTIVE COMMUNITY

Gold
Workforce
Workforce Online
Community Center
Todd Raphael, Carroll Lachnit,
Jared Gilbert

Silver
Network World
Network World Fusion Forums
John Dix,
Network World Fusion Staff

Bronze
CIO
Best Practice Exchange

■
NEW WEB PUBLICATION

Gold
Ward's Auto World
Wards Auto.com
Mike Arnholt, Cliff Banks,
Alan Binder, James W. Bush,
Brian Corbett, Steve Finlay,
Kevin Kelly, Eric Mayne,
Barbara L. McClellan, Tom Murphy,
Alisa Priddle, Christie Schweinsberg,
Haig Stoddard, Bill Visnic,
Drew Winter, Laurel Wright,
Katherine Zachary, Paul Zajac,
David E. Zoia

Silver
Optimize
Optimize Magazine Website

Bronze
CSP
CSP Daily News
Renee Pas, Greg Lindenberg,
Greg Pas, Jim Dickens, Paul Reuter

■
ORIGINAL WEB COMMENTARY

Gold
PC World
Privacy Watch
Andrew Brandt, Edward N. Albro,
Pierre Granier

Silver
Industryweek
A Eulogy
For Your Father's Oldsmobile
Industryweek Staff

Bronze
Network World
Shakeup At Cisco
John Dix,
Network World Fusion Staff

■
ORIGINAL WEB DATABASE

Gold
Darwin
Darwinmag.com's Learning Centers

Silver
Purchasing
Chemical Yellow Pages
Purchasing Magazine Staff

Bronze
Network Computing
Interactive Buyers Guide
Brad Shimmin, Dir. Internet Ops.,
Judith Biener, Articles Editor,
Judy Boardman, Research Assistant,
Phyllis Tafuri, Research Assistant

■
ORIGINAL WEB FEATURE

Gold

Informationweek
DECSS Case Could Change
Your IT Shop

Silver

PC World
Click With Caution
Andrew Brandt, Peggy Watt

Bronze

CIO
Steering Through Rough Waters

■
ORIGINAL WEB NEWS SECTION

Gold

Infoworld
Infoworld.com News Section
Michael Vizard, Infoworld.com,
Infoworld News Department

Silver

Ward's Auto World
Wards Auto.com
Mike Arnholt, Cliff Banks,
Alan Binder, James W. Bush,
Brian Corbett, Steve Finlay,
Kevin Kelly, Eric Mayne,
Barbara L. McClellan, Tom Murphy,
Alisa Priddle, Christie Schweinsberg,
Haig Stoddard, Bill Visnic,
Drew Winter, Laurel Wright,
Katherine Zachary, David E. Zoia

Bronze

PC World
PCWorld.com News Section
Ramon McLeod, Denny Arar,
Peggy Watt, Anush Yeghazarian,
Anne McDonald, Tom Mainelli,
Tom Spring

■
OVERALL WEB PUBLICATION

Gold

PC World
PCWorld.com
Kevin McKean, Andrew Eisner,
Ramon McLeod, Randy Ross,
Tracey Capen, Robert Kanes,
Pierre Granier, Newton Bailey

Silver

CIO
CIO.com

Bronze

Workforce
Workforce
Todd Raphael, Carroll Lachnit,
Jared Gilbert

Competition judges

We wish to thank our judges who spent countless hours reviewing entries. Their diligence and expertise help make our awards program the best in the business.

Bernard Adelsberger, deputy editor, *Federal Times*.

Erika Archibald, Ph.D., retired professor of journalism, North Georgia College and State University.

Susan Bellm, freelance writer.

Dave Blanchard, editor-in-chief, *Supply Chain Technology News*.

Bart Blankenburg, principal, Blankenburg and Associates.

Janice Castro, Medill School of Journalism, Northwestern University.

Wallace B. Eberhard, Ph.D., retired professor, Henry W. Grady College of Journalism and Mass Communication, University of Georgia.

John English, Ph.D., retired professor, Henry W. Grady College of Journalism and Mass Communication, University of Georgia.

Rob Freedman, senior editor, *Realtor*.

Jay P. Goldman, editor, *The School Administrator*; adjunct professor, College of Journalism, University of Maryland-College Park.

George Harmon, Medill School of Journalism, Northwestern University.

Ken Harney, syndicated columnist, Washington Post Writers Group.

Roy Harris, senior editor, *CFO*.

Paul J. Heney, senior editor, *Hydraulics & Pneumatics*.

Alan Hitchcox, editor, *Hydraulics & Pneumatics*.

Michael Kellams, deputy design director, *Chicago Tribune*.

Richard Lebovitzs, editor-in-chief, *Embroidery/Monogram Business*.

Steve LeSueur, editor, *Washington Technology*.

Robb Montgomery, deputy news editor-design, *Chicago Sun-Times*.

Bob Mueller, editorial consultant, Glenwood Communications.

Howard Rauch, editorial consultant, Editorial Solutions.

Frances Richards, freelance editor/writer.

Lucien Salvant, managing director of public relations, National Association of Realtors.

Kathleen Sheehan, editorial consultant.

Laurie Shuster, managing editor, *Civil Engineering*.

Robin Sherman, consultant, Editorial & Design Services; former editorial director, *Argus*.

Pat Speers, Editorial Services.

Lisa Tocci, managing editor, *Lubes'n'Greases*.

Dorrie Tony, deputy business editor, *Atlanta Journal/Constitution*.

Jan Tuchman, editor-in-chief, *ENR Magazine*.

Noreen Welle, editor-in-chief, *Communicator*.

Bill Wolpin, editorial director, *Waste Age*.

Jonathan Ziomek, Medill School of Journalism, Northwestern University.

ASBPE chapter officers

AUSTIN CHAPTER

President

Kimber Richards, Publications Manager
National Instruments

Vice President

John Egan, Managing Editor
Austin Business Journal

Treasurer

Julie Sherrier, Editor
Bill of Fare

Secretary

Kimberly Scheberle, Editorial Services Dir.
Rector-Duncan

BOSTON CHAPTER

President

Roy Harris, Senior Editor
CFO

Vice President

Martha Spizziri, Freelance Editor,
Webmistress

Secretary

Ben Ames, Senior Editor
Design News

Treasurer

Patrick McLaughlin, Chief Editor
Cabling Installation & Maintenance

Board Members

Alan Earls, Freelance Editor, Writer

Rick Nelson, Senior Technical Editor
Test & Measurement World

CHICAGO CHAPTER

President

Tina Grady, Senior Associate Editor
Automotive Body Repair News

Vice President

Wendi Hope King, Editor
Water Quality Products

Treasurer

Larry Green, Freelance Writer

Secretary

Sherry A. Hatlestad, Managing Editor
Chain Leader

Board Members

Dr. Brian Beamer, Managing Editor
William Blair & Company

Jason Meyers, Editorial Director
Telephony/Upstart/Telecom Business

Renee Pas, Editor
CSP

Ira Pilchen, Editor
Student Lawyer

Diane Ritchey, Editor
Appliance Magazine

CLEVELAND CHAPTER

President

Steve Smith, Managing Editor
GIE Media, Inc.

Vice President

Heather Gooch, Managing Editor
Pest Control

Secretary

Ed Sunkin, Editor
Underhood Service

Treasurer

Esther Durkalski, Associate Editor
Paperboard Packaging

Board Members

Paul J. Heney, Senior Editor
Hydraulics & Pneumatics

Alan Hitchcox, Editor
Hydraulics & Pneumatics

Frances Richards, Freelance Writer,
Editor

DALLAS CHAPTER

President
Jyme Mariani, Managing Editor
GM Pro

Vice President
Kathryn Ingley
IAEI News

Treasurer
Tawn Allen Rose, Editor
The CPA Software News

Secretary
Sharon Van Buskirk
ePartners

Board Members
Lola Howle, Editor
EMB Magazine

DENVER CHAPTER

President
Bill Gardner, Editorial Director
Craftrends and Stamp It!

Vice President
Lori Piotrowski, Acquisitions Editor
*NEWS/400, AS400 Network, Selling
AS/400 Solutions, IBM Connection*

Treasurer:
Mike Lafferty, Associate Editor
CED Magazine

Board Members
Tina Eichner, Managing Editor
RCR

Leah A. Smith, Managing Editor
Printwear and Promowear

Kim Stewart, Director of Content
Healthwell.com

DETROIT CHAPTER

President
Caroline Fuller, Managing Editor
Engineered Systems

Vice President
Peter A. Salinas, Managing Editor
Used Car News

Treasurer
Judi Lintott, Editor
Michigan Municipal Review

Secretary
Jennie L. Phipps, Freelance Writer;
Editor and Publisher
Freelance Success

Board Members
Carla Kalogeridis, Editor
ActionLINE

Michael McConnell, Managing Editor
SNIPS

LOS ANGELES CHAPTER

President
Kassandra Kania, Managing Editor
Pharmaceutical & Medical Packaging News

Vice President
Solomon Daniels, Associate Publisher/
Editor
Mobile Electronics

Secretary
Christine Steele, Copy Editor
Proofread 4 You

Treasurer
Amy E. Hamaker, Executive Editor
Today's Image

Board members
Len Diamond, Freelance Writer

Ann Rey, Editor
Butane-Propane News

Leila Morris, Editor
California Broker

MINNEAPOLIS CHAPTER

President

Mark Druskoff, Editor
MinnesotaBusiness

Vice President

Carla Waldemar, Editor
Building Material Dealer

Secretary

Maura Keller, Freelance Writer
Keller Ink

Board Members

Cindy Bielke, Freelance Writer/
Communications Consultant

Tammy Galvin, Editor
Training

Don Jacobson, Editor
Profits Journal

Sheri O'Meara, Editor
FORMAT

NEW YORK CHAPTER

President

Mina Landriscina, Managing Editor
Consulting

Vice President

Vincent Alonzo, Editor-in-Chief
Successful Meetings

Treasurer

Warren S. Hersch, Editor-in-Chief
Call Center

Board Members

Joe Fleischer, Chief Technical Editor
Call Center

Keat Foong, Executive Editor
Multi-Housing News

Susan Hassler, Editor
IEEE Spectrum

Jennifer Pellet, Freelance Writer

SAN FRANCISCO CHAPTER

President

J.T. Long, Managing Editor
Comstock's Magazine

WASHINGTON, D.C. CHAPTER

President

Kathleen Sheehan, Editorial Consultant

Vice President, Treasurer

Kathleen Burns, Editor
BEDTimes

Secretary

Joseph Haas, Staff Writer
Association for the Advancement of
Medical Instrumentation

Board Members

Robert Freedman, Senior Editor
Realtor

Supriya Nayalkar, Executive Editor
Communications Technology

Kelly Saxton, Editor
American Bankers Association



**American Society of
Business Publication Editors**

710 East Ogden Ave., Suite 600, Naperville, IL 60563-8603

Telephone (630) 579-3288 *Fax* (630) 369-2488

E-mail info@asbpe.org *Web* <http://www.asbpe.org>