



**American Society of
Business Publication Editors**

25th Annual National
***Honors and
Awards of
Excellence***
for the year 2002



Presented
June 19, 2003
The Ronald Reagan Building
and International Trade Center
Washington, D.C.

Competition Chair

Robert Freedman

Awards Manager

Holly Gordon



National President

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

National Vice President

Robert Freedman, Senior Editor, *Realtor*

National Treasurer

Frances Richards, Editor, *Cleveland/Akron Family*



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Sail House Publishing

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Cleveland Chapter President

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GIE Media

Northern Alabama Chapter President

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Overdrive

Dallas/Fort Worth Chapter President

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GM Pro

Philadelphia Chapter President

Michael Lear-Olimpi
Freelance Editor, Educator

Denver Chapter President

Bill Gardner, Editorial Director
Craftrends and Stamp It!

San Francisco Chapter President

J.T. Long, Manager of Edited Services
MCS Education Services

Washington, D.C. Chapter President

Kathleen Sheehan, Editorial Consultant



Executive Director

Janet Svazas

Associate Director

Robin Sherman

Administrative Director

Holly Gordon

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Editorial, design excellence still important in a down economy

By Robert Freedman
Competition Chairman

ASBPE's annual Awards of Excellence contest, established 25 years ago, recognizes excellence in editorial and design of business magazines and their associated Web sites.

As a testament to the importance that our industry places on quality editorial and design, ASBPE received the second largest number of entries ever for its competition this year. Editors entered 2,256 times.

Last year, the Society had 2,254 entries. Our largest number was two years ago with 2,529 entries, which had been a 25% jump from the previous year's 2,013!

One might speculate that we have such a large number of entries because awards are an even more important marketing tool in a down economy. Everyone needs something more for bragging.

ASBPE KNOWS THE EDITOR

Another reason is that ASBPE offers numerous categories; we know the editor's work is more than just writing and editing a feature article.

We hope you recognize that ASBPE has the best understanding of editorial and editorial design of business publications. Our attempt is to reflect what editors do every day.

OUR JUDGING CRITERIA

Additionally, our judging criteria are second to none. Each category is

judged on four or five major criteria, with each having important "sub-criteria."

Most of our editorial categories have a significant design/presentation 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 distinguished service as editors, editorial directors, publishers, academicians, consultants, and designers. We are grateful for their time and dedication to a tough job.

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

BRAVO!

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 mission.

Lastly, Dana Chase, Jr., deserves very special praise as our Lifetime Achievement Award recipient. His work for quality editorial continues to this day.

"Thank you for helping ASBPE continue its educational mission."



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 Internet 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 prepare them to play larger roles in their publishing organizations.

At ASBPE, editors are not 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 **Awards of Excellence** in editorial and design for magazines and the Web. Awards are given in 36 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 the **National 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 Atlanta, Austin, Boston/New England, Chicago, Cleveland, Dallas/Fort Worth, Denver, Houston, Kansas City, Los Angeles, New York, Northern Alabama, Philadelphia, San Francisco, and Washington, D.C.

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

Our Web site at www.asbpe.org is a complete resource about the association and its chapters, along with special features, such as an **editorial job bank** where 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) exclusive research into editorial salaries, workplace practices, editorial boards, and ad:edit ratios and 4) 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.

ASBPE National Officers

Paul J. Heney, senior editor with Penton Media's *Hydraulics & Pneumatics*, has been ASBPE national president since 1999. Beginning in July, Heney will serve as immediate past president. He is also on the board of the Cleveland chapter.



During his ASBPE tenure, Heney has worked closely on member development, helped launch or redevelop most of ASBPE's local chapters, and spearheaded new benefits for members. He initiated ASBPE's Young Leaders Scholarship program, now in its third year, and has helped build relationships between ASBPE and industry leaders, notably Business-Wire and West + Associates.

At Penton, Heney is on the company's Editorial Advisory Team.

Robert Freedman, senior editor of *Realtor* magazine, published by the National Association of Realtors (NAR), is ASBPE's national vice president. He was recently elected national president for a two-year term beginning July 1.



Freedman came to NAR from Alexander and Edwards Publishing in San Francisco, where, as associate editor, he managed content for two monthly housing finance magazines, *Apartment Finance Today* and *Affordable Housing Finance*.

Prior to that position, he covered Congress and the federal executive branch for six years for *Housing & Development Reporter*, a speciality trade publication in Washington, D.C.

Frances Richards, editor-in-chief of *Cleveland/Akron Family*, has been re-elected recently as ASBPE's national treasurer. She is also a board member of the Society's Cleveland chapter. She also is a freelance writer for Penton's engineering publications.



She started her career as director of marketing for a school supply company, then was 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*.

Roy Harris, recently elected as ASBPE's national vice president, has been a senior editor at *CFO* magazine for seven years.



He has several ASBPE awards for writing and editing, including national awards this year for a news article and for the merger-and-acquisition column he edits for *CFO*. The Boston-New England chapter president for ASBPE, Harris has moderated several panels at national conferences.

Harris spent 23 years at *The Wall Street Journal* and served six years as deputy chief of its 14-member LA bureau. He has also worked for the *Los Angeles Times* and *St. Louis Post-Dispatch*, where his late father was a Pulitzer Prize-winning reporter.

ASBPE Staff

Janet Svazas, executive director, has worked for the Society's management firm, Association Management Systems in Naperville, IL, for four years, where she has executive management responsibilities for other associations as well.



Svazas began her association career 15 years ago at the American Heart Association, where she managed several committees including CPR, Advanced Cardiac Life Support, and Electrophysiology. She was also the manager for the first Women and Heart Disease Conference.

After the American Heart Association, Svazas spent seven years at an association management company handling administration, customer service, trade shows, conferences, and client management.

Robin Sherman, associate director and newsletter editor, has served as program chairman of several of the Society's national editorial conferences and directs the association's research program.



Sherman also consults and freelances in content development and publication layout and design, and speaks and gives workshops.

For 11 years, Sherman directed the content and design of more than 50 titles for former business magazine publisher, Argus Inc. He is a former editor/associate publisher of *Adhesives Age*, and spent six years as a newspaper journalist, including at the daily *Atlanta Constitution*, working as a reporter, copy editor, and layout editor.

Holly Gordon, administrative director, manages the Society's database and coordinates our national Awards of Excellence competition. She has been working with ASBPE since November 2002 when she began work at Association Management Systems, the company that manages ASBPE.



Gordon began her association management career with the 6,000-member Council of Logistics Management, a professional association for logistics managers. There her duties included working with sales and inventory control of the association's various publications, from journals to software studies. She also handled the on-site management of their annual conference.

She is currently an administrative director for several associations.

American Society of
Business Publication Editors

2003 Lifetime Achievement Award

Dana Chase, Jr.

Editorial Director, *Appliance Magazine*
Chairman of the Board, Dana Chase Publications



An editorial force and man of vision. That's what Diane Ritchey, editor of *Appliance* magazine, says about Dana Chase, Jr.

And that is why ASBPE has named Chase, chairman of Dana Chase Publications and editorial director of *Appliance* magazine, as the Society's 2003 Lifetime Achievement Award honoree. Chase received his award and spoke at ASBPE's annual Awards of Excellence banquet June 19 in Washington, D.C.

The banquet also honored ASBPE's Magazines of the Year and more than 200 other winners in 36 editorial, design, and Web categories. It was held in conjunction with the association's National Editorial Conference June 19-20.

Chase is the Society's fourth honoree. In 2000, the first award went to Bernie Knill of Penton Media's *Material Handling Management*. In 2001, the recipient was Vernon Henry, corporate editorial

director at Advanstar. Last year, the Society recognized Howard Rauch, editorial consultant and former vice president and editorial director at Gralla Publications.

FOLLOWING HIS FATHER

Chase "has dedicated his life to magazine publishing for more than five decades," Ritchey says. "He is responsible for the entire editorial direction of *Appliance* . . . and its international editions. Although he is sometimes involved in sales and publishing because of his position as owner of Dana Chase Publications, he truly is the force behind the editorial content. . . ."

Chase has spent his entire business career in trade magazine publishing and promoting growth and innovation in the multi-billion dollar appliance industry. He followed in the footsteps of his father, Dana Chase, Sr., who in 1944 started *Appliance* magazine and in 1949 founded the International

Appliance Technical Conference (IATC), where engineers worldwide present technical papers on new technologies for the appliance industry. Twenty-three years ago, Chase initiated a Best Paper Award to be given each year in honor of his father.



Chase truly is the force behind the editorial content of the magazine, Ritchey says. He has been the editorial director since 1978. He has established programs that help to make editorial the priority at *Appliance*. "At the age of 75, Chase still reads everything that is published in the magazine. Nothing is published without his approval."

Chase created two magazine editorial advisory boards, which are made up of appliance industry leaders. One board focuses on engineering, while the other is centered on purchasing. The board regularly meets with magazine staff to offer suggestions on the publication's direction.

Always striving to improve the editorial service to the appliance industry, Chase's editorial goal, Ritchey says, is to have readers be conversant with all business, plant, and engineering information that will be helpful for the future of an individual company and for industry growth.

MAN OF VISION

Chase was the driving force in creating the first truly global publication to serve the appliance industry. In 1995, Chase launched three international editions: *Appliance-European Edition*, *Appliance-Latin America Edition*, and *Appliance-China Edition*.

He organized two international

industry tours with appliance makers and suppliers, while regularly attending industry trade shows and touring appliance manufacturers. The first tour was in 1976 to Germany; the second tour was to Japan in 1979.

Chase also recognized the Internet's potential. In 1995, he was well ahead of the publishing trend by encouraging the creation of two industry Web sites. The first, appliancemagazine.com, is a B2B site, and the second, appliance.com, serves consumers looking to purchase an appliance.

OPTIMISTIC AND ENERGETIC

His outstanding quality is his optimism and vigor, Ritchey says. He has a habit of concluding management meetings, planning sessions, consultation, and general conversations with an assured "onward and upward."

"He has always made this statement as if there is no alternative direction — no backward, reverse or hesitation, no downward, no standstill — only onward and upward," she says. "His will and energy constantly fuel his employees and the industry. He recognizes and treats people as powerful creative beings capable of great performances."

Chase has been a long-time supporter of the Porcelain Enamel Institute (PEI). He received the PEI Lifetime Service Award from PEI at its annual meeting in 1998.

In June 1999, he received the Distinguished Recognition Award from the Association of Home Appliance Manufacturers (AHAM). This award was given in recognition of the magazine's and his many years of contribution and support of AHAM

and the appliance industry.

He has also been active in the publishing industry, serving on the board of directors of the American Business Media, 1985–1987 and in community affairs, serving on the Oak Brook Public School Board for five years.

IN DANA CHASE'S OWN WORDS

“My father started our publishing company in 1944, with a staff of one and some part-time help from me. He served as a mentor for me. He approached all aspects of the business on a very high and moral plane. He started the publication because he believed there was a need for such a publication and his objective was to serve and inform. There really was no definable appliance industry at that time. I believe our publication was instrumental in identifying and establishing the appliance industry.”

“In the years that followed, I covered the entire editorial spectrum—news, new products, new literature, editors’ mail, plant features, industry roundups, etc.”

“I have always felt the only reason for a publication to exist is to serve its readers with the best possible information in a timely and informative way. We believe that a publication that serves a specific industry should provide a balanced editorial content to meet the interests of all its readers. Thus, every issue has information aimed at serving functions such as engineering, production, procurement, management, and marketing and sales.”

“I also believe it is important that you become involved in and attend publishing organization meetings

such as ASBPE and ABM.... It is a great way to learn and perfect your editorial skills.”

“We also think it is important to have periodic meetings among staff. We have cross functional meetings monthly. Once a year we have a combined editorial/sales meeting. This provides an opportunity for the two groups to get to know each other better and a chance for sales to suggest possible editorial subjects for the coming year. They do not dictate to editorial, but they often learn of trends and developments worthy of editorial coverage.”

“I strongly recommend that you establish an ongoing program of researching your readers. As I mentioned earlier, you must be prepared for change, and that includes change in your readers’ needs and wants. Not only will you have new readers all the time, but your long-time readers’ interests and priorities will change. An important way to keep abreast of these changes is through research. You need to know what your readers are thinking and how you can better serve them. You can conduct some of this research internally, but I also recommend that you use outside sources to obtain independent research.”

*“One of our most important additions to our editorial service is our annual “Portrait of the U.S. Appliance Industry.” It contains a Who’s Who of the Industry, Life Expectancy of Products, Share of Market Data, and The Saturation Picture. The information contained in the Portrait has been cited and/or quoted by the national media — *Wall Street Journal, Business Week, Forbes* — and used by brokerage*

houses and financial firms. The significance of this exposure is that our publication is recognized as the leading source of information on the appliance industry. Our editors are contacted for quotes and additional information because they are recognized as the experts in the appliance industry.”

WHAT OTHERS SAY

“*It’s an honor* for me to say I’ve known Dana for 40 years. He’s a fine family man and has done a marvelous job running his company. He deals with his employees and colleagues with the same careful guidance, patience, and respect as he does everyone else. Dana shows a great deal of honesty and straightforwardness toward people.

“Dana has the traits of an excellent businessman. He has done the correct things at the correct time. I’m very happy to see him recognized for his achievement. You’ve made a marvelous choice.”

— *Ray Gaumond, close friend and former president of a small manufacturing company*

“*What a delight* to hear of the selection of Dana Chase as the recipient of the annual Lifetime Achievement Award by the American Society of Business Publication Editors. Those of you in the publication business know very well that to survive and thrive for over 50 years requires a considerable measure of intelligence, tenacity, skill, good timing and good luck. In Dana’s early days his father was there to teach and lead, and now

“He’s the most demanding boss I’ve ever worked for, but I’m a better, I believe unique, publisher as a result.”



in recent years, his children Susan and David have shared the burden. But for most of those years, Dana ran it all.

“My experience is largely the non-business part of Dana’s life. We have spent many wonderful times together fishing, golfing, vacationing, and dining, and he has become my oldest and dearest friend because he embodies the characteristics I most admire. Dana is absolutely honest. He will not misrepresent or prevaricate. Dana has no guile. I cannot ever recall him speaking ill of anyone. Dana is fair in all his dealings. He is thoughtful, kind, generous, and a wonderful parent and husband. For 50 years, it has been my great privilege and pleasure to know this man so well. Your Society has made a great choice in Dana Chase. . . .”

— *Richard Morey, Chairman The Morey Corporation*

“*I wouldn’t be* where I am today in my career without having attended the school of Dana Chase, Jr. Everything I know and value about the business of b-to-b publishing I learned from Dana Chase, who brought me into his company as an entry level editor before I had even finished college. At the time, I was told that I’d have the opportunity to learn every aspect of the business if I was willing to put in the work. During my 14-year tenure, Dana and his company delivered on that commitment. With roots in editorial, I was particularly fortunate to have been mentored by a publisher who held

fast to the value of real ‘readership,’ consistently ensuring a high quality editorial product, while just as tenaciously refusing to jump on the rate-cutting bandwagon.

“Today, these are the two core values on which I will not compromise under any circumstance. Those values rest on a foundation of bulldog competitiveness, which is another reflection of the impact Mr. Chase has had on my character as a publisher.

“He was also a leader who understood that only one in 10 ideas ever amounts to a successful innovation, and he encouraged me to keep coming with ideas even though most of them were the dumbest things he’d ever heard of. The few I did come up with that worked, however, never would have been communicated had I not been aware that he truly valued the creative thinking that must prevail prior to any innovation. He knows the business is ultimately about committed, smart, hard-working people and he recognized committed, smart, hard-working people.

“Finally, he sets the bar extremely high for his company, his employees, and himself. He’s the most demanding boss I’ve ever worked for, but I’m a better, I believe unique, publisher as a result.”

— Scot Stevens, Publisher
The Croydon Group, Ltd.

“As a daughter and a colleague, I have a dual perspective of who Dana Chase, Jr., is. Having “grown up in the family business” around the dinner table and during my summer breaks, I was always cognizant of what my dad did. It wasn’t until I joined the organization 12 years ago, that I truly began to understand who my dad was.

“In many ways his personal characteristics are the same as those he

is known for in business (besides his colorful sports jackets). He is a strong person who is direct and straightforward. Praise from him is highly regarded, because it is only given when truly warranted. At the same time, he is a gentleman with integrity and a strong moral foundation. These are the characteristics that our company was founded on and that have helped guide each and every editor working for him over the years.

“He has always fostered an open-door policy while encouraging the development of ideas from everyone in the organization. Many of these ideas have directly contributed to the quality of our editorial, in addition to how, when, and in what language that editorial is delivered to our readers. Those with ideas are rewarded with the responsibility of implementation. I understand why so many current and past employees view him as a mentor. He provides a challenging atmosphere and rewards dedication and hard work with ownership and accountability. You are not restricted by age or lack of experience but rewarded for dedication, hard work, creativity, and intelligence.

“We are often perceived as a much larger company because of the products we produce, the quality of the people we employ, and the global reach we have achieved. The leadership of Dana Chase, Jr., has made that possible in an increasingly more difficult economic and “ROI” atmosphere. Ultimately, it is the reader who benefits and without the reader we wouldn’t be here.

“I would like to congratulate my father for the honor of this award, as I feel it is well deserved.”

— Susan Chase Korin, CEO
Dana Chase Publications, Inc.



Magazine of the Year

circulation 80,000 or more

CFO

Editor-in-Chief

Julia Homer

Managing Editor

Susan Kron

Deputy Editors

Lori Calabro

Ronald Fink

Articles Editor

Edward Teach

Senior Editors

Roy J. Harris, Jr.

Scott Leibs

Andrew Osterland

News Editor

Joseph McCafferty

Staff Writers

Kris Frieswick

Alix Nyberg

Tim Reason

Assistant Managing Editor,

CFO.com

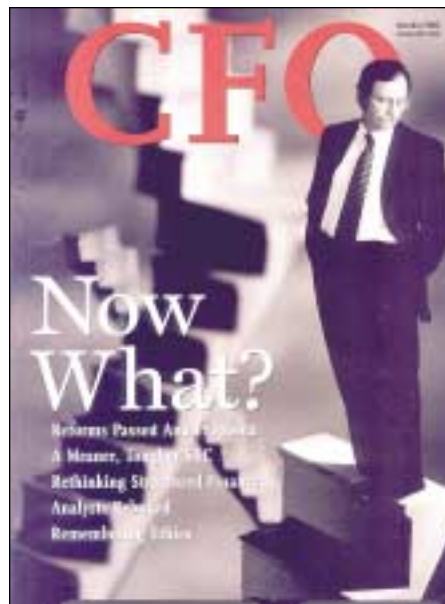
David M. Katz

Assistant Editor, CFO.com

Craig H. Schneider

Contributing Editor

Russ Banham



Design/Art Director

Robert Lesser

Deputy Art Director

Diane McEnany

Associate Art Director

Paul Lee

“The reporting is tough on CFOs, which is appropriate in a bad economic year. They pulled no punches — strong and not apologist.” — The Judges

ASBPE

Magazine of the Year

circulation less than 80,000

SQL Server

Editor

Kathy Blomstrom

Senior Technical Editor

Michael Otey

Assistant Managing Editor

Suzanne Cone

Senior Associate Editors

Dawn Cyr

Donna Nabel

Sr. Associate Products Editor

Carolyn Mader

Editorial Assistants

Jessica Heckathorn

Melody Rudnik

Editorial Intern

Robin Dean

Art Director

Theresa Fenske

Senior Production Manager

Lynn Gardner

Senior Production Associate

Arielle Barr

Production Associate

Amber Gomez



*“SQL does a superb job for its audience.
Its strength goes far beyond the magazine’s content.”
— The Judges*

Magazine of the Year Honorable Mentions

circulation 80,000 or more

CIO

Editor-in-Chief

Abbie Lundberg

Deputy Editor Rick Pastore

Managing Editor

David Rosenbaum

Managing Editor Production

Cheryl Asselin

Executive Editors Alison Bass

Michael Goldberg

Christopher Koch

Leadership, Management

Editor Edward Prewitt

Opinion and Knowledge

Management Editor

Megan Santosus

Research Editor

Lorraine Cosgrove-Ware

Special Projects Editor

Mindy Blodgett

Technology Editor

Christopher Lindquist

Senior Editors

Todd Datz,



Scott Berinato, Alice Dragoon, Elana Varon
Features Editor Lafe Low
Senior Writers Sarah Scalet
Meridith Levinson
Stephanie Overby
Staff Writer Ben Worthen
Copy Chief Tom Wailgum
Assistant Managing Editor,
Production Kathleen Carr
Copy Editors Kelli Gauthier
Emily Henderson
Sarah Johnson

Research Manager

Lynne Rigolini

Editorial Resource Manager

Carol Zarrow

Editorial Assistants

Dan Horgan, Joe Sullivan

Contributing Editor

Janice Brand

Editorial Operations

Specialist Julie Hanson

Executive Dir., Art and Design

Mary Lester

Art Directors

Hana Barker, Terri Haas,

Lisa Munroe

Associate Art Director

Owen Edwards

Senior Designer

George Lee

Designers Kaajal Asher,

Alberto Capolino

Design Operations Specialist

Rachel Barnett

IndustryWeek

Editor-in-Chief

Patricia Panchak

Managing Editor

Tonya Vinas

Art Director

Nickolas Dankovich

Senior Technology Editors

Douglas Bartholomew

John Teresko



Senior Editor

John McClenahan

Editorial Research Director

David Drickhamer

Editor-at-Large

Richard Osborne

New Media Editor

Jill Jusko

Associate Editor

Traci Purdum

Congratulations to the rest of the Top 10 (in alphabetical order)

Baseline, Federal Computer Week, HR Magazine, Overdrive, PC World,

Red Herring, VAR Business

Magazine of the Year Honorable Mentions

circulation less than 80,000

American Demographics

Editor-in-Chief

Seema Nayyar

Managing Editor

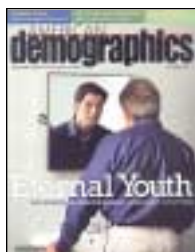
Suzanne Riss

Creative Director

Christine Devine-Burgi

Art Director

Tammy Morton Fernandez



Senior Editor

Rebecca Gardyn

Senior Editor

Pamela Paul

Research Editor

John Fetto

Associate Editor

Sandra Yin

CSO

Editor-in-Chief

Lew McCreary

Executive Editor

Derek Slater

Managing Editor

Elaine Cummings

Managing Editor, Production

Cheryl Asselin

Senior Editor

Daintry Duffy

Research Editor

Lorraine Cosgrove-Ware

Senior Writers

Scott Berinato

Sarah Scalet

Staff Writer

Simone Kaplan



Copy Chief

Tom Wailgum

Assistant Managing Editor,

Production

Kathleen Carr

Copy Editors

Kelli Gauthier

Emily Henderson

Sarah Johnson

Research Manager

Lynne Rigolini

Editorial Resource Manager

Carol Zarrow

Editorial Assistants

Daniel Horgan

Joe Sullivan

Editorial Operations

Specialist

Julie Hanson

Executive Dir., Art and Design

Mary Lester

Art Director

Steve Traynor

Senior Designer

Chandra Tallman

Design Group Specialist

Rachel Barnett

Congratulations to the rest of the Top 10 (in alphabetical order)

Best's Review, Bloomberg Wealth Manager, CIO Insight, Healthcare Informatics, Residential Architect, Successful Meetings, Workforce

■
EDITORIAL AWARDS
■

■
CASE HISTORY

circulation 80,000 or more

Gold

Baseline

“The Disconnected Cop”

September 2002

Elizabeth Bennett, Doug Brown,
Debbie Gage, John McCormick,
Tom Steinert-Threlkeld,

Silver

CIO

“Can American Keep Flying”

November 2002

Todd Datz, Michael Goldberg,
Terri Haas, Daniel Horgan
Richard Pastore

Bronze

Baseline

“And On the 47th Day...”

This Chicken Went To Market”

July 2002

Larry Barrett, Debbie Gage,
Sean Gallagher, Regina Kwon,
Rory Thompson

■
CASE HISTORY

circulation less than 80,000

Gold

Millimeter

“Digital Cathedral”

February 2002

Millimeter Staff

Silver

Promo

“The Candy Man Can”

April 2002

Promo Staff

Bronze

Professional Remodeler

“High-Impact Marketing”

February 2002

John Hillburg, Larry Nigh,
Kim Sweet

■
FEATURE ARTICLE

circulation 80,000 or more

Gold

CIO

“The Meter Is Running”

January 2002

Scott Berinato, Michael Goldberg,
Lisa Munroe, Tom Wailgum
Lorraine C. Ware,

Silver

Institutional Investor

“Is Time Running Out
for the S&P 500?”

May 2002

Rich Blake

Bronze

BusinessWeek

“The New Face of Philanthropy”

December 2002

John A. Byrne & Team

■
FEATURE ARTICLE

circulation less than 80,000

Gold

National Real Estate Investor

“The Remalling of America”

May 2002

Jessica Miller, Stephen Ursery,
Matt Valley, Steve Webb, Jamie White

Silver

American Demographics

“Inconspicuous Consumption”

April 2002

Seema Nayyar, Michael J. Weiss

Bronze

REIT Street

“Behind Closed Doors”
September 2002
Michael Lester



FEATURE SERIES
circulation 80,000 or more

Gold

CFO

“The State of Finance”
Aug., Sept., Oct., Nov. 2002
CFO Staff, Julia Homer, Editor

Silver

IndustryWeek

“Factories of the Future”
May, June, July 2002
Tim Stevens, John Teresko

Bronze

BusinessWeek

“The Fine Print Series”
Feb., April, May, July, Sept., Oct. 2002
Anne Tergesen



FEATURE SERIES
circulation less than 80,000

Gold

Bio-IT World

“Pharmacogenomics”
September, October 2002
Malorye Branca, Kevin Davies,
Mark Gabrenya

Silver

Sales & Marketing Management

“Careers in Crisis”
May, June, July 2002
Andy Cohen, Betsy Cummings,
Melinda Ligos, Erin Strout,

Bronze

Electrical Wholesaling

“Electrical Market 101”
Mar., Apr., June, July, Sept., Oct. 2002
Sarah Tobaben-Dolash,
David Eckhart, Jim Lucy



GOVERNMENT COVERAGE
circulation 80,000 or more

Gold

Government Computer News

February, March 2002
Government Computer News Staff

Silver

eWeek

August, September 2002
Caron Carlson

Bronze

CFO

February, March 2002
CFO Staff, Julia Homer, Editor



GOVERNMENT COVERAGE
circulation less than 80,000

Gold

Transport Topics

August 2002

Silver

RCR Wireless News

March 2002
Jeffrey Silva,
Heather Forsgren Weaver

Bronze

Government Executive

November, December 2002

■
How-To Article
circulation 80,000 or more

Gold
Control Engineering
“Spread the Word:
Justify Investment in Fieldbus”
May 2002
Jim Montague

Silver
Builder
“Mold”
May 2002
Matthew Power, Senior Editor,
Catherine O’Keefe, Editor,
Boyce Thompson, Editor-in-Chief,
Debby Leopold, Managing Editor,
Patricia Hurley, Associate Editor

Bronze
Plant Engineering
“Systematic Approach for
Eliminating Failures”
October 2002
Richard L. Dunn

■
How-To Article
circulation less than 80,000

Gold
Success In Home Care
“Marketing:
Home Health’s Weakest Link”
July, August 2002

Silver
Professional Remodeler
“Secure Your Nest Egg”
June 2002
Stanley F. Ehrlich, John Hillburg,
Larry Nigh, Kim Sweet

Bronze
The Concrete Producer
“Righting Rollovers”
March 2002
Don Talend, Rick Yelton

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Individual Profile
circulation 80,000 or more

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BusinessWeek
“A CEO and His Son”
May 2002
Susan Berfield

Silver
Institutional Investor
“Can One Good Man
Save Accounting?”
July 2002
Justin Dini

Bronze
Information Week
“Chief of the Year: Ralph Szygenda”
December 2002
Robin Gareiss

■
Individual Profile
circulation less than 80,000

Gold
Florida Trend
“Man With A Plan”
February 2002
John Finotti, Mary Ellen Klas

Silver
CSO
“The Human Touch”
September 2002
Elaine Cummings, Sarah Scalet,
Chandra Tallman

Bronze

Telephony

“Rick Roscitt Is Ready
For His Close-Up”

April 2002

Jason Ankeny, Jason Meyers,
Dan O’Shea



NEW PUBLICATION

circulation 80,000 or more

Gold

Replacement Contractor

Fall 2002

Sal Alfano, Jim Cory,
Christine Hartman

Silver

CFO IT

October 2002

Julia Homer, Editor-in-Chief,
Scott Leibs, Editor



NEW PUBLICATION

circulation less than 80,000

Gold

Chief Learning Officer

September 2002

Silver

Plate

October 2002

Queenie Burns, Bill McDowell,
Dan Murphy, Lisa Reineck,
Nancy Ross Ryan,

Bronze

The Deal

November 4, 2002



NEWS ARTICLE

circulation 80,000 or more

Gold

Computerworld

“Microsoft Deals
As Fiscal Year Closes”

June 2002

Carol Sliwa, Writer,
Julie D’Errico, Designer

Silver

CFO

“Finance on the Front Line”

September 2002

Roy Harris,
Julia Homer, Editor

Bronze

Computerworld

“Wireless LANs: Trouble in the Air”

January 2002

Bob Brewin, Julie D’Errico,
Jennifer DiSabatino, Dan Verton



NEWS ARTICLE

circulation less than 80,000

Gold

Wall Street & Technology

“Could This Cash Be Yours?”

October 2002

Cristina McEachern

Silver

Silicon Valley/

San Jose Business Journal

“VTA Selling Land To Meet Payroll”

November 2002

Andrew F. Hamm, Timothy Roberts

Bronze

Health Leaders

“No Easy Answers”

September, 2002

■
NEWS SECTION

circulation 80,000 or more

Gold

Federal Computer Week

“News Briefing”

December 2002

Allan Holmes, John Stein Monroe,
FCW Staff

Silver

Realtor Magazine

“Frontlines”

November 2002

Robert Freedman, Senior Editor

Bronze

CFO

“News Watch”

September 2002

Joseph McCafferty, News Editor,
Julia Homer, Editor

■
NEWS SECTION

circulation less than 80,000

Gold

Transport Topics

September 2002

Silver

The American Lawyer

“Bar Talk”

February 2002

Mark Obbie,
The Staff of The American Lawyer

Bronze

America’s Network

“Far Forward”

July 2002

Joan Engebretson

■
ON-SITE SHOW COVERAGE

circulation 80,000 or more

Gold

Realtor Magazine Show Daily

November 2002

Mariwyn Evans, Show Daily Editor

Silver

HR News Conference Daily

June 2002

HR News Conference Daily Staff

Bronze

Packaging Digest Show Daily

November 2002

■
ON-SITE SHOW COVERAGE

circulation less than 80,000

Gold

Ward’s Autoworld

Traverse City Show Dailies

August 2002

Silver

Automotive Body Repair News

NACE Show Daily

December 2002

Matt Goebel, Tina Grady,
Lisa Greenberg, Jocelyn Sims,
Russell Thrall III

Bronze

Construction Equipment

Show Daily

March 2002

Show Daily Staff, Rod Steward

■
**REGULAR COLUMN,
CONTRIBUTED**

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Gold

Realtor Magazine

“The Law & You”

February, June 2002

Oliver Frasca, Contributor,
Sara Pullan Geimer, Senior Editor

Silver

PC World

“Consumer Watch”

September, October 2002

Edward N. Albro, Stephen Compton,
Anne Kandra, Kristina Saar,
Marlene Tobias

Bronze

Computerworld

“Proxy Server Serves To Block
Porn-Surfing Slackers”

January, April 2002

Julie D’Errico, Robert Mitchell,
Tommy Peterson, Mathias Thurman

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**REGULAR COLUMN,
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Presentations

“Creative Techniques”

May, November 2002

Silver

Masonry

“Marketing 101”

August, December 2002

Linda Vande Vrede

Bronze

Health Forum Journal

“Making Choices”

May/June, Sep/Oct 2002

Emily Friedman

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**REGULAR COLUMN,
STAFF WRITTEN**

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CFO

“Tech Watch”

May, August 2002

Scott Leibs, Julia Homer, Editor

Silver

IndustryWeek

“E-Business Commentary”

January, February, March 2002

Doug Bartholomew

Bronze

Internet World

“As Dakota Goes...”

January, December 2002

John Zipperer

■
**REGULAR COLUMN,
STAFF WRITTEN**

circulation less than 80,000

Gold

Workforce

“Think Twice”

May, November 2002

Silver

T & D

“@ Work”

William Powell, Associate Editor

Bronze

Influence

“Endgame”

January, March 2002

T.R. Goldman

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REGULAR DEPARTMENT

circulation 80,000 or more

Gold

CFO

“New Deals”

October, November, December 2002

Roy Harris, Alix Nyberg,
Andrew Osterland, Writers;
Roy Harris, Editor

Silver

VAR Business Magazine

“Technology Department”

May 13, May 27, June 10, 2002

T.C. Doyle, Jeff Schwartz,
David Strom

Bronze

Remodeling

“Your Business”

September, October, November 2002

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REGULAR DEPARTMENT

circulation less than 80,000

Gold

Catalog Age

“E-Mail Marketing”

March, April, June 2002

Sherry Chiger, Melissa Dowling,
Shayn Ferriolo, Mark Del Franco,
Paul Miller

Silver

Security Management

“News and Trends”

October, November, December 2002

Michael A. Gips

Bronze

Sales & Marketing Management

“Best Practices”

October, November, December 2002

Julia Chang, Jennifer Gilbert,
Melinda Ligos, Erin Strout,
Michael Weinreb

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SIGNED EDITORIAL

circulation 80,000 or more

Gold

Restaurants and Institutions

“Viewpoint”

April, May 2002

Patricia B. Dailey

Silver

Commercial Carrier Journal

“Business First”

July, November 2002

Avery Vise

Bronze

Computerworld

“Uncle Sam Wants You”

September, May 2002

Patricia Keefe

■
SIGNED EDITORIAL

circulation less than 80,000

Gold

Presentations

“Podium”

March, July 2002

Presentations Staff

Silver

Modern Healthcare

“Understanding Too Well”

January, July 2002

David Burda

Bronze

Supply Chain Technology News

“Offline Exchange”

David Blanchard

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SPECIAL SECTION
circulation 80,000 or more

Gold
CFO
“Now What?”
October 2002
CFO Staff,
Julia Homer, Editor

Silver
IEEE Spectrum
“They Might Be Giants”
September 2002

Bronze
CIO
“State of the CIO”
March 2002
Hana Barker, Simone Kaplan,
Stephanie Overby, Edward Prewitt,
Lorraine Cosgrove Ware

■
SPECIAL SECTION
circulation less than 80,000

Gold
Government Executive
“Global Reach”
December 2002

Silver
Telephony
“Why High-Speed Access
Is Going Nowhere Fast”
May 2002
Jason Ankeny, Michael Hanley,
Jason Meyers

Bronze
Florida Trend
“Focus on Education”
August 2002
Cynthia Barnett, John Finotti,
Barbara Miracle, Mike Vogel,
Amy Welch

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SPECIAL SUPPLEMENT
circulation 80,000 or more

Gold
Macworld
“Total OS X”
Spring 2002
Rick LePage, Missy Roback,
Jason Snell, Derrick Story,

Silver
California Real Estate
“Real Estate Technology”
Summer 2002
Nancy Duckworth Banks,
Anne Framroze, Toni Panetta

Bronze
Government Computer News
“Special Anniversary Issue –
Looking Back, Moving Forward”
September 2002
GCN Staff

■
SPECIAL SUPPLEMENT
circulation less than 80,000

Gold
Association Meetings
“Beyond Borders”
June 2002
Regina McGee

Silver
Game Developer Magazine
“2002 Game Career Guide”
Fall 2002
Game Developer Staff

Bronze
Big Builder
“Statgies 2003”
December 2002

■
TECHNICAL ARTICLE

circulation 80,000 or more

Gold

Network Computing

“From the Ground Up: NWC, Inc.”

December 2002

Ron Anderson, Lab Director,
Lori MacVittie, Technology Editor,
Steve Schuchart, Assoc. Tech. Editor,
James Hutchinson, Contrib. Editor,
Lorna Garey, Features Editor

Silver

Civil Engineering

“Preserving Pisa’s Treasure”

March 2002

John Burland, Michele Jamiolkowski,
Carlo Viggiani

Bronze

CIO

“The ROI of Security”

February 2002

Alison Bass, Scott Berinato,
Emily Henderson, Joe Sullivan,
Chandra Tallman

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TECHNICAL ARTICLE

circulation less than 80,000

Gold

Sensors

“Brains and Brawn – The Power
Of Smart Batteries

April 2002

Tom Kevan, Senior Editor,
Howard Happ, Art Director,
Donna George, Managing Editor

Silver

Import Car

“Import ABS Systems”

March 2002

Larry Carley

Silver

Erosion Control

“The Fractal Nature of Erosion:
Mathematics, Chaos,
And the Real World”

May, June 2002

Daniel Waldman, Publisher

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DESIGN AWARDS
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CONTENTS PAGE OR PAGES
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February 2002

Silver
Restaurants and Institutions
April 2002
Stacy Bryant

Bronze
VAR Business Magazine
“The State of Technology”
November 2002
Adeline Cannoue, Scott Gormley,
Sek Leung, Kristin Lavin Taveira

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Professional Remodeler
February 2002
Mary Sondergaard

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October 2002
Elaine Cummings, Steve Traynor

Bronze
Building Design & Construction
December 2002
Larry Nigh, Art Director

■
FEATURE ARTICLE
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Gold
CRN
“Top 25 Executives”
November 2002
Giulia Pobjecky, Eddie Milla

Silver
CRN
“2002 Certification Study”
August 2002
Eddie Milla, David Nicasastro

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Macworld
“Tame Jaguar”
November 2002
John S. Dykes, Alissa Mach,
Jennifer Steele, Stephen Sugg,

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FEATURE ARTICLE
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Gold
Big Builder
“Field of Reams”
May 2002

Silver
Health Leaders
“The Sequel”
February 2002

Bronze
Incentive Magazine
“Scare Tactics”
September 2002
Tracy McCaffrey

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ANNUAL, BUYER'S GUIDE,
SPECIAL REPORT**
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CRN
"Branded vs. Unbranded"
December 2002
Jim Lawyer, Eddie Milla

Silver
VAR Business
"The State of the Market 2003"
December 2002
Adeline Cannone, Scott Gormley,
Sek Leung, Kristin Lavin Taveira

Bronze
Federal Computer Week
"Homeland Security"
June 2002
Lola Bek, Jeff Langkau,
Susan Morrison

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**FRONT COVER:
ANNUAL, BUYER'S GUIDE,
SPECIAL REPORT**
circulation less than 80,000

Gold
Remodeling
"2002 Buyer's Guide: Product Fare"
August 2002
Maria Bishirjian, Kay Engman,
Judy Neighbor, Taran Z

Silver
American School & University
"Buyer's Guide and
Industry Sourcebook"
March 2002
Jennifer Ray

Bronze
Lawn & Landscape
"State of the Industry Report"
October 2002
Charlotte Turcotte

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COMPUTER GENERATED**
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Fleet Owner
"NAFTA: The Final Mile"
August 2002

Silver
VAR Business
"The State of Technology"
November 2002
Adeline Cannone, Scott Gormley,
Sek Leung, Kristin Lavin Taveira

Bronze
PC World
"The Ultimate How-To Guide"
June 2002
Robert Kaness, Creative Director,
Kate Godfrey, Art Director,
Greg Silva, Designer,
Pete Hoey, Illustrator

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**FRONT COVER:
COMPUTER GENERATED**
circulation less than 80,000

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Control
"Prevent Failure"
November 2002
Lisa Liljegren

Silver
A-B Journal
"The New Buzz; Factory Talk"
April 2002
Bert Ganzon, Dana Harder,
Renee Robbins

Bronze
Control Design
“The Worst is Over”
August 2002
Julie Bajramovic

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**FRONT COVER:
ILLUSTRATION**
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“Doing Business in the Asia Pacific”
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Kathy Williams, Editor,
Mary Zisb, Art Director,
Tim Lee, Illustrator

Silver
Commercial Carrier Journal
“A Peek Under the Hood”
February 2002
Tony Breland

Bronze
Fleet Owner
“Recruiting Technicians”
March 2002

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“Riding High”
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Silver
Successful Meetings
“Taking Charge”
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Donathan Salkaln, Art Director,
Vincent Alonzo, Editor-in-Chief,
William Cigliano, Painter

Bronze
Control Design
“Making Waves”
April 2002
Julie Bajramovic

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NEWS TABLOID**
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Computerworld
October 7, 2002
Julie D’errico

Silver
Computerworld
October 28, 2002
Stephanie Faucher

Bronze
Computerworld
September 2002
Computerworld Staff

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Bio-IT World
October 2002
Mark Gabrenya

Silver
Bio-IT World
August 2002
Mark Gabrenya

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Automotive Body Repair News
December 2002

Bronze

Urology Times

October 2002

Richard R. Kerr, Kristen M. Perry,
Peter R. Seltzer, Timothy W. Snider



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PHOTO**

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VAR Business

“The Harsh New Realities”

November 2002

Adeline Cannone, Scott Gormley,
Sek Leung, Kristin Lavin Taveira

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R&D

“2002 Scientist of the Year”

November 2002

Michael N. Smith

Bronze

Farm Industry News

February 2002

R. Hamilton Smith, Lynn Varpness



**FRONT COVER:
PHOTO**

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Trustee

“Growing Old Gracefully”

July/August 2002

Chen Kusek

Silver

Residential Architect

“Architects’ Choice”

April 2002

Maria Bishirjian, Kay Engman,
Max Hirshfeld, Judy Neighbor

Bronze

Video Systems

“The Big O”

June 2002

Amanda Weddle, Cynthia Wisheart



INFORMATION GRAPHICS

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Computerworld

July 2002

Julie D’errico, Stephanie Faucher,
April O’Connor

Silver

PC Magazine

February 2002

Bronze

InfoWorld

February 2002

InfoWorld Art Department



INFORMATION GRAPHICS

circulation less than 80,000

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CIO Insight

May 2002

Laura Baer, Jeffrey Dowd

Silver

CSP Magazine

July 2002

Bill Grabarek, Renee Pas,
Mark Wrasman

Bronze

Government Executive

September 2002

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NEW PUBLICATION DESIGN

circulation 80,000 or more

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CFO IT

October 2002

Diane McEnaney, Deputy Art Dir.,
Paul Lee, Associate Art Dir.

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NEW PUBLICATION DESIGN

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CSO

September 2002

Mary Lester, Chandra Tallman,
Steve Traynor

Silver

Plate

October 2002

Queenie Burns

Bronze

Storage

March 2002

Storage Magazine Staff

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OPENING PAGE OR SPREAD

circulation 80,000 or more

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CFO

“Yen Masters”

July 2002

Diane McEnaney, Deputy Art Dir.,
Paul Lee, Associate Art Dir.

Silver

Federal Computer Week

“Facing Facts”

October 2002

Jeff Langkau

Bronze

CIO

“KM The Right Way”

July 2002

Alberto Capolino, Simone Kaplan,
David Rosenbaum, Megan Santosus

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PCT – Pest Control Technology

“Adventures in Pest Paradise”

November 2002

Jodi Dorsch, Dan Moreland,
Anorea Vagas

Silver

Bio - IT World

“Tortured By Paper”

August 2002

Mark Gabrenya

Bronze

Storage

“Tame E-Mail”

October 2002

Mary Beth Cadwell, Scott Menchin

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OVERALL TYPOGRAPHY

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Builder

August, September 2002

Silver

CIO

August 1, August 15, 2002

Kaajal Asher, Alberto Capolino, Owen
Edwards, Terri Haas, George Lee

Bronze

VAR Business Magazine

December 2, December 16, 2002

Adeline Cannoue, Scott Gormley,
Sek Leung, Kristin Lavin Taveira

■
OVERALL TYPOGRAPHY

circulation less than 80,000

Gold

Pensions & Investments

December 9, December 23, 2002

Gregg A. Runburg

Silver

CSO

September, October 2002

Steve Traynor, Chandra Tallman

Bronze

Bloomberg Wealth Manager

July/August 2002, September 2002

William H. Inman, Laura Zavetz,
Beatrice McDonald-Burke

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PUBLICATION REDESIGN

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Gold

Macworld

April 2002

Sharon Anderson, Paul Carpenter,
Alissa Mach, Jennifer Steele

Silver

Business Finance

March 2002

Patrick Prince

Bronze

American Bar Association

Journal

January 2002

Robert Fernandez,
David Jendras, Dan Kim

■
PUBLICATION REDESIGN

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Gold

Bank Technology News

October 2002

Linda Johnson, Holly Sraeel

Silver

Ward's Autoworld

July 2002

Ward's Autoworld Staff

Bronze

Video Systems

June 2002

Alan Alpanian, Jared Blankenship,
Elisabeth Nord, Amanda Weddle,
Cynthia Wisehart

■
WEB AWARDS
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INTERACTIVE COMMUNITY

Gold
CIO

“Best Practice Exchange”
Lisa Byron, Diane Chen,
Martha Heller, Sari Kalin,
John Shirley

Silver
Workforce

“Community Center”
Workforce Staff

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BusinessWeek

“BusinessWeek Online’s
B-School Channel”
Brian Hindo, Jessica Loudon,
Jennifer Merritt, Joshua Tanzer

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NEW WEB PUBLICATION

Gold
CSOOnline.com

Tim Horgan, Art Jahnke,
Sandy Kendall, Jon Surmacz,
CSO Editorial Staff

Silver
ABA Journal eReport
Stephanie Cahill, Debra Cassens,
Molly McDonough, Jada Mardis,
Kate Marquess

Bronze
Storage
Johanna Barnes, Christine Guarrera,
Mike Latulippe, Mark Schlack,
Morgan Wigmanich

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ORIGINAL WEB COMMENTARY

Gold
BusinessWeek
“Behind the High-Speed Slowdown”
Jane Black

Silver
InfoWorld
“Strategic Developer”
Jon Udell

Bronze
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“The Homeland Brand”
Scott Berinato, Sandy Kendall

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ORIGINAL WEB DATABASE

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PC World
“Product Finder”
Andrew Eisner, David Lake,
Kevin McKean, Ramon G. McLeod,
Matthew Newton

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“Box Office Charts”
Variety Staff

Bronze
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“Research Center”

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ORIGINAL WEB FEATURE

Gold
ABA Journal
“A Hard Union to Break”
Molly McDonough

Silver

BusinessWeek

“Will Cable Unplug
the File Swappers?”

Jane Black

Bronze

HousingZone.com

“Underserved Ethnic Group
Has Huge Profit Potential”

John Burns, John Hillburg,
Chris Porter, Todd Shraiberg

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**ORIGINAL WEB
NEWS SECTION**

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Computerworld

Computerworld Staff

Silver

FCW.Com

FCW.Com Staff

Bronze

Landscape Management

“LM Week in Review”

Lynne Brakeman

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OVERALL WEB PUBLICATION

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Variety.com

Variety.com Staff

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CIO.com

CIO Staff

Bronze

CSOnline.com

Tim Horgan, Art Jahnke,
Sandy Kendall, Jon Surmacz,
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Kim Sweet, editor, *Professional Remodeler*.

Arthur Sweum, retired executive vice president, editorial, Multi Ag Media.

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