



**American Society of
Business Publication Editors**

*27th Annual National
Honors and
Awards of
Excellence
for 2005*



Presented
June 21, 2005
The Rock and Roll Hall of Fame and Museum
Cleveland

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Meetings Media

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State Tax Report

Executive Director
Janet Svazas

Associate Director, Newsletter Editor
Robin Sherman

Administrative Director
Holly Lundgren

Web Editor
Martha Spizziri

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American Society of Business Publication Editors

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Excellence more important than ever

By Tina Grady Barbaccia
2005 Awards Competition Chair

Recent blows to journalism from a variety of sources, such as *Newsweek*, *The New York Times*, and CBS, quickly lead to criticism, loss of credibility, and public mistrust of all media, business and trade publications included.



Whether serving as an editor, writer, designer, publisher, or sales person, it's paramount that we maintain credibility by adhering to the highest ethical standards, to report accurately with balance, and remain steadfast in pursuing excellence.

ASBPE's Awards of Excellence recognizes those who have accomplished this mission with distinction.

Our competition drew 2,610 entries, a record high, and up from 2,457 last year. All three divisions — editorial, design, and Web and newsletter — also increased from last year. Moreover, this time 431 magazines (408 last year) and 183 companies (165 last year) submitted entries.

Two new categories this year, Original Research and News Analysis, representing articles published by so many magazines, received a good number of entries. ASBPE understands what editors do better than anyone. You should be rewarded for your good work in these niche areas.

Whether you or your publication won an award, or you simply entered the competition, you represent the cream of the crop in B2B publishing. Entering the contest is a form of self-qualification that ensures

high quality, which helps ASBPE advance our profession.

The stringent criteria used for judging the entries helps makes our contest the most competitive and, by far, the largest in the business press. Although not everyone can win, we recognize their excellence as well. There is a lot of fine work out there, and you should all be proud!

We also give special recognition to Don Ranly, our 2005 Lifetime Achievement Award winner. He is a pioneer and champion of B2B service journalism and editorial excellence; he continues to serve as an exceptional mentor for us.

And hearty congratulations to our Magazine of the Years winners, who represent the best in B2B.

Lastly, Janet Svazas, Holly Lundgren, and Robin Sherman, our administrative staff; our judges who take much valuable time to examine all the entries; and all the volunteer national and chapter board members and officers deserve a big thank you for their work and time.

Thank you also to all the 700-plus ASBPE members and those who support our organization for enabling us to continue our mission to raise editorial and ethical standards and help you do your work more effectively.

Tina Grady Barbaccia is ASBPE Chicago Chapter president and senior editor of James Informational Media Inc.'s *Aggregates Manager*. She has previously worked for Dana Chase Publications, Advanstar Communications, Cahners Business Information (now Reed Business Info.), and Meister Media.

ASBPE National Officers

Robert Freedman, whose term as ASBPE president ends this month, is senior editor of *Realtor* magazine, published by the National Association of Realtors (NAR). He will remain on the board as immediate past president.



Freedman also edited *Best Practices of the Business Press* (Kendall/Hunt Publishing), an ASBPE book on mastering business-to-business, publication editing, and is a past president of our Washington, D.C., chapter.

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*.

Frances Richards, ASBPE's national treasurer, whose term ends this month, is editor-in-chief of *Cleveland Family* and a freelance writer for Penton's engineering publications. She also serves as a board member of the Society's chapter in Cleveland.



Richards started her career as a director of marketing, and 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, ASBPE president-elect and current national vice president, has been senior editor of *CFO* magazine since 1996. He writes about mergers and acquisitions, finance management, and education, among other topics.



Before that he spent 23 years at *The Wall Street Journal*, including six as deputy chief of its 14-member Los Angeles bureau. He retains a passion for the newspaper business, and is writing a book on the history of the Pulitzer Prizes for Public Service.

Harris chaired the ASBPE Awards of Excellence in 2003 and 2004, and was instrumental in establishing the Stephen Barr Award. He is a graduate of Northwestern University's Medill School of Journalism.

Paul J. Heney's term as immediate past president ends this month. Heney is senior editor with Penton Media's *Hydraulics & Pneumatics*. He also serves on the board of the Cleveland chapter.



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

In 2004, Heney founded Trade, Association and Business Publications International, a group bridging communications between worldwide editorial groups, such as ASBPE.

ASBPE Staff

Portia Stewart,

ASBPE's newly elected national vice president, is managing editor of *Firstline*, a business magazine for veterinary support staff members, at Advanstar Veterinary Healthcare Communications in Lenexa, Kan.



Formerly, Stewart served as managing editor of Advanstar's custom communications, where she produced special supplements, newsletters, and custom publications for the veterinary industry.

She is immediate past president of ASBPE's Kansas City chapter.

Stewart graduated from the University of Kansas in 1999 with a B.S. in magazine journalism.

Ira Pilchen, ASBPE's new national treasurer, is editor of the American Bar Association's *Student Lawyer* magazine, which has received several ASBPE awards for editorial and design excellence.



Pilchen is also an adjunct journalism instructor at Chicago's Columbia College.

Previously, he was communications director at the American Judiciary Society and a writer and editor at *The Daily Illini* at the University of Illinois.

Since 2003, Pilchen has served as treasurer of ASBPE's Chicago chapter. He is also a member of the Society of National Association Publications, the National Association for Law Placement, and Friends of the Chicago River.

Janet Svazas, ASBPE executive director, has worked for the Society's management firm, Association Management Systems in Wheaton, Ill., for six years, where she has executive management responsibilities for other associations as well.



Svazas began her association career 17 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.

Svazas then spent seven years at an association management company handling administration, customer service, trade shows, conferences, and client management.

Robin Sherman,

ASBPE 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 was also 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.

He has a master's in journalism from the University of Georgia.

ASBPE Staff

Holly Lundgren,
ASBPE administrative director, manages the Society's database and coordinates our Awards of Excellence competition. She has worked with ASBPE



since 2002 when she began work at Association Management Systems, the company that manages ASBPE.

Lundgren 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.

Martha Spizziri,
ASBPE Web editor, is a freelance editor and Web site designer.



She is also vice president of ASBPE's Boston/New England chapter and has been active in the Society from early in her career.

Spizziri started her publishing career in 1984 with Cahners Publishing (now Reed Business Information). She has been an associate editor, production editor, managing editor, and a Web editor. Publications she has worked on include *Logistics Management*, *Modern Materials Handling*, and *Software Magazine*.

She has a bachelor of arts degree and a certificate in Web design, both from Boston University.

ASBPE mission

The American Society of Business Publication Editors is the only professional association in the U.S. for full-time and freelance editors and writers employed by business, professional, association, and trade magazines and their associated Internet publications.

OUR MISSION

We help editors develop better editorial and management skills that enhance our members' performance and prepare them to play larger roles in their organizations.

The Society is a forum for the exchange of ideas and for members to solve common problems.

WHAT WE DO

The Society offers many benefits.

We're widely known for our annual **Awards of Excellence**. Members get entry discounts.

Our **National Editorial Conference** provides networking and educational session at a significant value. Members get a discount.

Local chapter meetings around the country provide regular educational and networking opportunities. See complete list at the back of this booklet. The **membership newsletter** has association news, how-to articles, and original research.

Our Web site at www.asbpe.org is a complete resource with special features, such as an **editorial job bank**. The members-only section 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 issues and
- 4) **how-to, instructional articles**.

American Society of
Business Publication Editors

2005 Lifetime Achievement Award

Don Ranly

Professor Emeritus, University of Missouri School of Journalism

Pioneer and champion of service journalism principles
as the foundation of B2B publications

He is a teacher — a most noble profession. His message is compelling and is the essential mission of business, trade, and association publications, whether in print or on the Internet.

Don Ranly's work is a testament to the lasting influence and savvy judgment he has for the practical concerns of business publishers.

It is a testament to the valuable objective of university faculty to provide community service and continuing education for working professionals.

It is a testament to every corporate executive, manager, engineer, or chemist who reads a business and trade publication to learn what useful ideas they can incorporate into their work.

As a professor at the University of Missouri School of Journalism, Dr. Ranly helped pioneer the concept of "service journalism." For 28 years as



head of Missouri's magazine sequence, Dr. Ranly taught hundreds of students and advised many publications — especially those in the business-to-business market — to develop service journalism as their foundation.

The Lifetime Achievement Award from ASBPE

reflects his enormous influence and success in the area.

Dr. Ranly defines service journalism with three words — useful, usable, and used — distinctions based on his conviction that efforts to benefit readers are illusive, and won't work unless information is easy to access and, ultimately, helps lead readers to significant action.

Beyond college, Dr. Ranly has promulgated his vision through hundreds of professional seminars and workshops, where he is recognized for his stimulating presentations, which themselves are designed to be useful, usable, and used.

Moreover, magazine competitions now award publications for the best in service journalism, or like ASBPE, incorporate service journalism in their judging criteria.

THE START OF SERVICE

For the Missouri School of Journalism, the concept of service journalism was new when magazine publisher Meredith Corp. asked it to teach service journalism some time ago.

“At first, we weren’t much interested,” Dr. Ranly said, “primarily because we didn’t understand what it was. Then, Meredith proposed giving us some money to teach service journalism and eventually endowed a chair in magazine service journalism.

“So the incentive came from Meredith, but the concept was rather vague, and little or nothing had been written about it.”

That’s when Dr. Ranly “grabbed it and ran with it.”

THE THREE COMPONENTS

Service journalism must:

1) quickly tell *why* the information being published is important to the reader.

2) present the information in a *readily accessible* manner, e.g. with lists.

3) show the reader *how* to use the information.

In his seminars, Dr. Ranly lists a number of ways magazines can turn “readers into readership”:

- *by saving readers time and money,*
- *by varying the presentation* of the content,
- *by getting readers to interact* with the publication, and
- *by clearly stating the benefits* of the articles to the readers in headlines, decks, captions, and display blurbs.

What Others Say

Vernon E. Henry,
*corporate editorial director,
Advanstar Communications;
2001 ASBPE Lifetime
Achievement Award Recipient*

He cares.

About his students.

About journalism.

To me that says it all. Over an illustrious career, Don Ranly has epitomized professional and academic excellence.

Don’s “refrigerator journalism” has been etched in the minds of Advanstar editors for years following his writing seminars. That was more than 10 years ago and editors are still quoting the lessons learned.

Over the years, Don has been a good sounding board for me. His dedication and years of service to inspiring quality journalism in business-to-business publications is truly exemplary.

A lot of what is good in business journalism was shaped by Don Ranly, a classy guy who I have always been proud to call a friend.

Danita Allen Wood,
*editor, Missouri Life;
former chair, service journalism,
Missouri School of Journalism*

Don Ranly taught me to read.

That is, he taught me how readers read, and that’s a valuable skill for a magazine editor.

I sincerely do not believe I would have attained the success I

did with a large corporate publisher and then with my own magazine and company, had I not learned to read like a reader, and thus, to edit for the reader.

Then, I would not have left that publisher to come and teach at the Missouri School of Journalism, were it not for Ranly. And if I hadn't come and taught for a while there, I wouldn't have started *Missouri Life* magazine. I owe Don everything, it seems.

Bill Wolpin,
editorial director Waste Age and American City & County;
past president, Magazine Association of the Southeast

The reason why the Magazine Association of the Southeast has called on Don Ranly for his help over the years — as a lecturer, judge, and keynote speaker at our annual awards ceremony — is as abundantly clear as his talent. He so easily translates and presents what he has learned from his many years of teaching and observing magazine journalism.

And, nowhere is this more needed and appreciated than for those of us in business-to-business publications, a profession that has evolved because of Don Ranly's lifetime of contributions to our field.

John Riha,
executive editor,
Better Homes and Gardens

Over the years, as graduates of the University of Missouri School of Journalism have molded careers at Meredith Corporation, they invariably ask each other: Did you know Don Ranly?

*“If it’s not useful,
it’s useless.”*

Don Ranly

CHARISMATIC AND INTERACTIVE

Great teachers have great personalities and can engage an audience with great content.

Service journalism is the great content and Dr. Ranly delivers the basic principles in an interactive and accessible manner.

Many attendees talk about his passion for the material. To describe Dr. Ranly's sessions they use the words “zeal,” “excitement,” “entertaining,” “noble,” “inspiring,” “stimulating,” and “bring him back!”

Dr. Ranly does for editors what the editors must do for their readers: *Motivate them.* His own communication skills match the skills editors need when producing a publication: *creating a variety of presentation techniques designed to attract attention and increase comprehension.*

THE RANLY CAREER

Dr. Ranly did not take a traditional path. He began his academic life with a B.A. in philosophy from the University of Dayton. He then studied theology for four years at St. Charles Seminary in Ohio and afterward studied education and psychology at the University of Detroit. He received two masters degrees from Marquette University: journalism in 1966 and speech in 1967.

During that time, Dr. Ranly became a reporter for *The Catholic Herald Citizen* (weekly, circulation 180,000) in Milwaukee.

Soon after, he became editorial manager of the Messenger Press in Celina, Ohio, 1967–1969, while also working as an instructor at St. Charles Seminary.

Dr. Ranly came to Missouri in 1973 to pursue his doctoral degree after earning a certificate in film, radio, and television from New York University. He immediately began teaching classes and the next year became head of the *Columbia Missourian's* Sunday magazine, *Vibrations*, and continued to teach.

He received the doctorate in journalism in 1976 and became the head of the magazine sequence. Three years later he was tenured.

Over the years, Dr. Ranly taught 15 different courses at the journalism school, including every class in the magazine sequence except design (although he probably could, given his expertise in service and visual journalism). His classes have included magazine editing, philosophy and ethics of journalism, general semantics, magazine article writing, reporting, and mass media and society.

AWARDS

In 1995, Dr. Ranly received a University of Missouri-Columbia Faculty-Alumni Award and was named the O.O. McIntyre Distinguished Professor of Journalism for 1995–1996. In 1998, he won a University of Missouri Golden Chalk award for excellence in teaching.

The journalism faculty nominated Dr. Ranly three times for the Presidential Award for Outstanding Teaching. He's also been nominated for the Byler Distinguished Professor Award, the Thomas Jefferson Award, and the Kemper Teaching Award. The latter award, which he won in 2003, is the most special to him.

Yes, Don is a memorable instructor. Passionate, dedicated, kind, and personable. No education at Mizzou's J-school seemed fully realized without his guidance and insight.

But he is more than a wonderful professor. For so many of us alumni, Don exemplifies the best of our chosen profession. He pairs journalism with decency, and accomplishment with good will.

Few educators can claim to have gotten wiser and better looking as time travels on. Don has done both, and more. Those of us who know him will always be proud to say that we are his pupils.

Jan V. White, publication designer, consultant; author, *Editing By Design*

Don Ranly doesn't just think clearly (which is what a professor of journalism is s'posed to do). He also sees clearly (which is what few word-people bother to do).

He knows that words in type have physical shape that affects the way their meaning is perceived.

He even admits that readers are lookers first whom we must persuade to become readers (which is where my area, design, comes in).

I have often had the privilege of sharing the platform with him. He finishes my sentences. Consummated teacher, he has the knack of transmitting understanding and enthusiasm to his audience — be they freshmen or grizzled pros.

Perhaps that is because he also happens to be an extraordinarily nice guy.

Abe Peck,
*professor; chairperson,
magazine department,
Medill School of Journalism; and
Theodore R. Sills and Annie Laurie
Sills Endowed Chair*

Don and I judge the final round of the Jesse Neal Awards. Aside from his general acumen, Don is known as a champion of serving the reader.

He has become an advocate of outside-in story-telling, in which strong content retains its importance but is expanded through multiple entry points, key-point boxes and other reader aids.

Don's called this emphasis on takeaways "refrigerator journalism"; we can all call it good journalism with high benefit.

Don's lifetime of defining and upholding journalism standards for students and professionals has entered a new phase. He has developed a particular expertise in applying lessons from the Internet back into print journalism. As we enter the world of convergence, this approach will be very important.

Don is not gutting print; he's ensuring its continued relevance.

Ann Wylie,
*consultant,
Wylie Communications Inc.*

Don Ranly is my role model as a writing trainer.

He practices what he preaches, spreading the gospel of powerful communication through anecdotes, examples and humor.

As a result, he makes learning a pleasure.

"There are people who say you should not identify yourself with your work," Dr. Ranly has said, "but I am a teacher. That is who I am and what I am. When that is my identity, to receive the highest award at the university for teaching — well, that is tremendous."

PUBLISHING PUBLIC SERVICE

Dr. Ranly has given more than 900 seminars and workshops for a wide variety of publishing conferences, including ASBPE (three times), City and Regional Magazine Association, Folio:Show (45 times), International Association of Business Communicators (18 times), and the Florida Magazine Association (four times).

His work for publishing companies and magazines has included Advanstar, Argus, *Automotive News*, Meredith Corp., *Southern Living*, Times-Mirror, and Vance Publishing.

Dr. Ranly has judged awards competitions for Advanstar, Associated Church Press, City and Regional Magazine Association, Investigative Reporters and Editors, Missouri Scholastic Press Association, National Association of Agricultural Journalists, Neal Awards, and the Society of American Travel Writers.

He is co-author of *News Reporting and Writing* (7th ed.); *Telling the Story: Writing for Print, Broadcast and Online*; and *Beyond the Inverted Pyramid* and author of *Publication Editing*.

He has also compiled a reader, *The Principles of American Journalism*, and written a number of book chapters and articles for professional and scholarly publications.

Presently, he is on the advisory board of *Academe*, the bimonthly magazine of the American Association of University Professors, and is executive director of the Missouri Association of Publications.

ASBPE

Magazine of the Year

circulation 80,000 or more

Restaurants & Institutions

Editor-in-Chief

Patricia Dailey

Executive Managing Editor

Scott Hume

Chief Production Editor

Jacqueline Rance

Art Director

Stacy Bryant

Senior Editor

Allison Perlik

Senior Editor

Margaret Sheridan

Chief Copy Editor

Gregory Sokolowski

Editorial Projects

Coordinator

Gretchen Drummond

Contributors

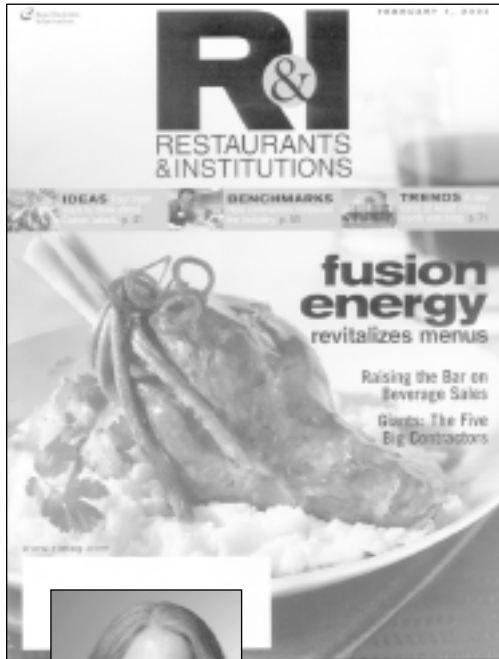
Virginia Gerst, Laura Yee

Foodservice Research Director

Pete Cholewinski

Creative Services Director

Glen Luensman



Editor-in-Chief, Patricia Dailey

What the judges said:

*“reader friendly,” “very elegant design,” “consistent from issue to issue,”
“well written”*

ASBPPE

Magazine of the Year

circulation less than 80,000

CMO

Editorial Director

Lew McCreary

Editor-in-Chief

Rob O'Regan

Managing Editor

Elaine Cummings

Managing Editor,

Production

Cheryl Asselin

Senior Editor

Stephanie Gelston

Senior Writers

Christopher Caggiano,

Constantine von

Hoffman

Senior Copy Editors

Diann Daniel

Emily Henderson

Copy Editor

Cathy Mallen

Associate Copy Editor

Daniel John Robinson

Editorial Assistants

Margaret Locher

Albert Sacco

Executive Director,

Art and Design

Mary Lester

Associate Art Director

Scott Shultz

Associate Designer

Helen Zhai



Design Operations Specialist

Rachel Barnett

Web Editorial Director

Art Jahnke

Editor-in-Chief, Rob O'Regan



What the judges said:

“readers liked the magazine,” “slick and smart for those that need this magazine,” “a lot of entry points,” “beautiful typography,” “great cover design”

Magazine of the Year Honorable Mentions

circulation 80,000 or more

Network World

Editor-in-Chief

John Dix

Executive News Editor

Bob Brown

Associate News Editors

Michael Cooney,

Paul McNamara

Features Editor

Neal Weinberg

Senior Managing Editor,

Features

Amy Schurr

Managing Editor

Ryan Francis

Associate Copy Editor

Eric Anderson

Opinions Page Editor

Susan Collins



Design Director

Tom Norton

Art Director

Brian Gaidry

Senior Designer

Stephen Sauer

Senior Editors

John Cox, Tim Greene

Phil Hochmuth

Ellen Messmer

John Fontana

Deni Connor

Jennifer Mears

Carolyn Duffy Marsan

Ann Bednarz

Denise Dubie

Cara Garretson

Denise Pappalardo

Jim Duffy

Remodeling

Editorial Director

Sal Alfano

Art Director

Judy H. Neighbor

Managing Editor

Christy Hartman

Senior Editors

Jim Cory

Nina Patel

Joseph F. Schuler Jr.

Assistant Editor, Products

Stephani L. Miller



Assistant Editors

Hayden Alfano

David Zuckerman

Assistant Art Director

Kay Engman

Senior Graphic Designer

Maria Bishirjian

Graphic Designer

Ina Herrera

Congratulations to the rest of the Top 10 (in alphabetical order)
*eWeek, Federal Computer Week, IEEE Spectrum, Macworld,
Medical Economics, Network Computing, Realtor*

Magazine of the Year Honorable Mentions

circulation less than 80,000

CIO Insight

Editor-in-Chief

Ellen Pearlman

Editor

Edward H. Baker

Art Director

Aileen Hengeveld

Executive Editors

Allan E. Alter

Dan Briody

Managing Editor

Patricia Perkowski

Senior Writer

Edward Cone



Reporter

Debra D'Agostino

Editorial Assistant

Sheena Mohan

Editorial Coordinator

Bijal Saraiya

Copy Chief

Kathleen Paton

Designer

Viviana Bromberg

Residential Architect

Editor

S. Claire Conroy

Art Director

Judy Neighbor

Managing Editor

Stephen Sheikhli

Senior Editors

Meghan Drueding

Nigel F. Maynard

Associate Editor

Shelley D. Hutchins



Contributing Editor

Cheryl Weber

Assistant Art Director

Kay Engman

Senior Graphic Designer

Maria Bishirjian

Graphic Designer

Ina Herrera

Congratulations to the rest of the Top 10 (in alphabetical order)
*Chain Leader, Control Design, Corporate Counsel, CSO,
Government Technology's Public CIO, HealthLeaders, QSR*

“Inventiveness. Insight.
Balance. Depth. Impact.”

THE SECOND ANNUAL

*Stephen Barr Award
For Feature Writing*



John Gibeaut

For two *ABA Journal* articles,
“The Good Fight Gets Harder” and “Open Sentences”

John Gibeaut, a senior reporter with the *ABA Journal*, joined the staff of the Chicago-based magazine in 1996. He previously reported in Florida for *The Tampa Tribune* and the *Sarasota Herald-Tribune*, and began his career at Chicago’s City News Bureau. A 1981 graduate in journalism and French from Ohio State University, John also holds a J.D. degree with honors from the Florida State University College of Law.

The two articles cited by the Stephen Barr judges, each included in the *ABA Journal*’s Government Coverage entry, vividly detail how state budget cuts have devastated the work of prosecutors in the trenches, and illustrate the negative impact of certain harsh sentencing laws. The second piece contrasts the tale of a housewife, hit with a 20-year sentence for arranging petty

cocaine deals to feed her own habit, and the story of the Michigan ex-governor who had signed the mandatory drug-sentences into law, then later campaigned for their repeal.

The judges were impressed not only with their clarity, but with the writer’s success in “using characters to bring the stories to life without losing sight of the larger context.” One judge noted that “these pieces could easily have been longer,” congratulating John for his judicious brevity.

John has won numerous awards while at the *ABA Journal*, including national ASBPE awards in 1997, 1999, 2000, and 2003 for articles ranging from tobacco litigation to punitive damages to the use of intoxication as a legal defense.

The Stephen Barr Award is named for one of the ASBPE’s most honored journalists, who died of cancer in 2002 at the age of 43. Unlike other ASBPE awards, it honors individual writing from among the best entries in all editorial feature categories, especially work that reflects inventiveness, insight, balance, depth of investigation, and impact on readers. A check for \$500 accompanies the award.

■
EDITORIAL AWARDS
■

■
CASE HISTORY

circulation under 80,000

Gold

Computer Graphics World

“A BONDing Experience”

June 2004

Computer Graphics World Staff

Silver

Corporate Counsel

“No More Mr. Nice Guy”

June 2004

Robin Sparkman, Krysten Crawford,
Anthony Paonita,
Elizabeth Williams, Morris Stubbs

Bronze

CIO Insight

“A Penny Saved”

January 2004

Janet Rae-Dupree, Edward Baker

■
CASE HISTORY

circulation 80,000 and over

Gold

Network Computing

“The Enforcers — On Location at the
University of Florida, Gainesville”

February 19, 2004

David Joachim, Ron Anderson

Silver

Baseline

“Albertson’s Inc.:

A Shot at the Crown”

February 2004

Kim S. Nash, Mel Duvall,
Tom Steinert-Threlkeld,
Todd Spangler, David F. Carr

Bronze

Baseline

“Cincinnati Children’s Hospital:
Shots in the Dark”

August 2004

John McCormick, Deborah Gage,
Tom Steinert-Threlkeld,
Elizabeth Bennett, Todd Spangler,
David F. Carr

■
FEATURE ARTICLE

circulation under 80,000

Gold

CSO

“Anatomy of a Fraud”

October 2004

Scott Berinato, Derek Slater,
Steve Traynor, Emily Henderson,
Carol Zarrow

Silver

San Francisco Business Times

“Sign of the Times: Help Wanted”

December 31, 2004

Lizette Wilson, Chris Rauber

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Corporate Counsel

“House Calls”

October 2004

Ashby Jones, Robin Sparkman,
Anthony Paonita,
Elizabeth Williams, Morris Stubbs

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BusinessWeek

“I Can’t Sleep”

January 26, 2004

Arlene Weintraub

Silver

Computerworld

“Toxic Legacy”

February 2, 2004

Robert L. Mitchell, Tommy Peterson,
Stephanie Faucher

Bronze

CIO

“A Travel Guide to Collaboration”

November 15, 2004

Alice Dragoon, Richard Pastore, Mary
Lester, Cathy Mallen, Julie Moberg

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FEATURE SERIES

circulation under 80,000

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Engineering News-Record

“Steel Price Crisis”

Mar. 22, May 24, June 28, Dec. 20, 2004

Timothy J. Grogan, Rona Wafajow,
Tudor Hampton,
Richard A. Korman, Paul Rosta

Silver

DVM Newsmagazine

“The Gender Shift”

October, November, December 2004

Daniel R. Verdon, David Frabotta,
Jennifer Fiala, Jessica Tremayne,
Lecia Landis

Bronze

TED

“Lighting Task Force”

May, June, July, October 2004

TED Magazine Staff

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AOPA Pilot

“Win-A-Twin Sweepstakes”

February, December 2004

Thomas A. Horne

Silver

Heavy Duty Trucking

“Hours of Service”

December 2003, January, April 2004

Patricia Smith, Deborah Lockridge,
Tom Berg, Oliver B. Patton,
John Bendel

Bronze

CFO

“Spotlights on Compensation”

May, June, July 2004

Ron Fink, Don Durfee,
Craig Schneider, Julia Homer

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GOVERNMENT COVERAGE

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Occupational Hazards

“Ergonomics:

What’s Next for the

State of Washington;

How to Survive an OSHA Inspection;

Protecting Vulnerable Workers”

February, March, April 2004

Sandy Smith, Steve A. Hollingsworth

Silver

HealthLeaders

“Fraud Watch; Target Rich
Environment; Got Compliance?”

September 2004, October 2004,

November 2004

Brad Cain, E. Thomas Wood,
Martie Callaghan

Bronze

Washington Technology

“A Way To Win; Contractors Lean Right; Outsourcing Runs Aground”
Sept. 27, Oct. 11, Oct. 25, 2004
William Welsh, Roseanne Gerin,
Steve LeSueur, Nick Wakeman,
Evamarie Socha



GOVERNMENT COVERAGE

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ABA Journal

January, February, March 2004
John Gibeaut, Jason Krause

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CFO

“Haven or Hell: Playing Favorites;
NASA, We Have a Problem”
March, April, May 2004
Ron Fink, Kris Frieswick,
Edward Teach, Julia Homer

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Heavy Duty Trucking

January, February, March 2004
Deborah Whistler, Oliver B. Patton,
Patricia Smith, Tom Berg,
Deborah Lockridge



HOW-TO ARTICLE

circulation under 80,000

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Tools of the Trade

“Got Mold?”
September/October 2004
Mark Clement, Rick Schwolsky,
Katy Tomasulo, Evan Potler

Silver

Print Solutions

“The Path to Fulfillment”
February 2004
Preeti Vasishtha

Bronze

Buildings

“Fire: Is Your Facility Really Ready?”
August 2004
Jana J. Madsen, Scott Easton,
Elisa A. Geneser, Linda K. Monroe



HOW-TO ARTICLE

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Gold

Overdrive

“Matchmaking”
May 2004

Tim Barton, Linda Longton,
Max Heine, Laura Crackel,
Tim Cooper

Silver

Macworld

“The Next Do-It-Yourself Mac”
August 2004
Macworld Staff

Bronze

Trucker News

“Bloodwork for Your Engine”
April 2004
John Baxter, Richard Street,
Randy Grider, Kristin Walters,
John Latta



INDIVIDUAL PROFILE

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Gold

The American Lawyer

“Being Dan Webb”
September 2004
Susan Beck

Silver

San Francisco Business Times

“Arthur Levinson Drives Genentech”
December 17, 2004
Daniel S. Levine

Bronze

The American Lawyer

“Lone Star Rising”

March 2004

Nathan Koppel



INDIVIDUAL PROFILE

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BusinessWeek

“3M’s Rising Star”

April 12, 2004

Michael Arndt

Silver

Institutional Investor

“The Gospel According to Mark Yusko”

August 2004

Loch Adamson

Bronze

BusinessWeek

“The Next Warren Buffett?”

November 22, 2004

Robert Berner



NEW PUBLICATION

circulation under 80,000

Gold

Small Firm Business

Spring 2004

Monica Bay, Trevor Delaney,

Shane DeLeers

Silver

CMO

September 2004

Rob O’Regan, Elaine M. Cummings,

Constantine von Hoffman,

Diann Daniel, Al Sacco

Bronze

Secure Enterprise

January/February 2004

Secure Enterprise Staff



NEW PUBLICATION

circulation 80,000 and over

Gold

Digital Connect

March 2004

Jeff O’Heir, Jane O’Brien, Jim Lawyer,

Adeline Cannone

Silver

BusinessWeek SmallBiz

Summer 2004

Kimberly Weisul, Edith Gutierrez,

Kathleen Moore

Bronze

DOC NEWS

July 2004

DOC NEWS Staff



NEWS ANALYSIS

circulation under 80,000

Gold

Multifamily Executive

“Neighborhood Watch”

August 2004

Sharon O’Malley, Alison Rice,

Jennifer A. Johnston, Kate Herman,

Boyce Thompson

Silver

Corporate Counsel

“A Cautionary Tale”

September 2004

Anthony Lin, Robin Sparkman,

Sue Reisinger, Elizabeth Williams,

Morris Stubbs

Bronze

Lawn & Landscape

“H-2B”

May 2004

Nicole Wisniewski

■
NEWS ANALYSIS

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Gold
Builder

“Battle for the Titans”
October 2004

John Caulfield, Denise Dersin, Boyce
Thompson, Debby Leopold, Eddie Malstrom

Silver
Network World

“Has IE dug itself a hole?”
July 12, 2004
John Fontana

Bronze
CFO

“Hockey Fight”
September 2004
Joseph McCafferty, Edward Teach,
Julia Homer

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NEWS SECTION

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Gold
Ventures

November, December 2004
Nicole Keller, Cheryl Berry,
Mary Risher

Silver
Florida Trend

October 2004
Amy Brill, Charlotte Crane,
Pat Dunnigan, Ken Ibold, Bob Snell,
David Villano

Bronze
Corporate Counsel

October 2004
Brian Zabcik, Robin Sparkman,
Eriq Gardner, Sue Reisinger,
Morris Stubbs

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circulation 80,000 and over

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eWEEK

December 13, 2004
eWEEK News Department

Silver
Baseline

September 2004
Larry Dignan, David F. Carr,
Tom Steinert-Threlkeld

Bronze
Network World

July 12, 2004
Bob Brown, Michael Cooney,
Paul McNamara

■
NEWSLETTER

Gold
**Technology and Learning:
School CIO**
Amy Poftak

Silver
Briefings on Patient Safety
Matt Cann

Bronze
**BNA Tax Management
Multistate Tax Report**
BNA State Tax Editorial Staff

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ON-SITE TRADE SHOW
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Gold
**Ward's Auto World:
Management Briefing Seminar
Show Dailies**
August 3–6, 2004
Ward's Staff

Silver

**Security Management
Lone Star Ledger**

September 27–29, 2004

Teresa Anderson, Michael A. Gips,
Ann Longmore-Etheridge,
Peter Piazza, Marta Roberts

Bronze

**Business Insurance
RIMS Show Daily**

April 19–21, 2004

Kathy Barnes, Regis Coccia, Amy
Kepka, Sally Roberts, Joanne Wojcik

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ON-SITE TRADE SHOW

circulation 80,000 and over

Gold

SHRM Conference Daily

June 26–30, 2004

Conference Daily Staff

Silver

CRN Xchange Show Daily

Mar. 8–10, May 20–21, Oct. 18–19, 2004

Charlene O'Hanlon,
Adeline Cannone, Gene Fedele

Bronze

Realtor Show Daily

Mariwyn Evans, Christina Hoffmann

■
ORIGINAL RESEARCH

circulation under 80,000

Gold

Big Builder

“Supply Chain Initiatives”

Mid-March 2004

Big Builder Editorial Staff

Silver

QSR

“The Best Drive-Thru in America 2004”

October 2004

QSR Staff

Bronze

Secure Enterprise

“Groping in the Dark”

October 2004

David Joachim, Anne Clifford

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ORIGINAL RESEARCH

circulation 80,000 and over

Gold

Builder

“Gambling on the Future”

May 2004

Alison Rice, Loretta Williams,
Pat Curry, Matthew Power,
Debby Leopold

Silver

CFO

“Making it Work,”

“Offshoring by the Numbers”

June 2004

Roy Harris, Kate O'Sullivan, Don
Durfee, Tim Reason, Julia Homer

Silver

PC Magazine

“Readers' Choice”

August 17, 2004

Cade Metz, Sebastian Rupley,
Ben Z. Gottesman, Sean Carroll

Bronze

BusinessWeek

“Cult Brands”

August 2, 2004

Diane Brady

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**REGULAR COLUMN,
CONTRIBUTED**

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Gold

Dental Lab Products

“Tech Talk”

March/April, May/June 2004

Lee Culp, Pamela Johnson

Silver

The Meeting Professional
“A Gift Horse With Bad Teeth/
Security Vs. Common Sense”
February, December 2004
Angela Chiarello; Tony Carey, CMM

Bronze

Student Lawyer
“Legal Ethics”
February, April 2004
Lori E. Shaw, Ira Pilchen

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**REGULAR COLUMN,
CONTRIBUTED**
circulation 80,000 and over

Gold

Remodeling
“Commentary: Linda Case”
May 2004, July 2004
Linda Case, Christy Hartman,
Sal Alfano

Silver

ABA Journal
“Litigation”
April, July 2004
James W. McElhaney

Bronze

Remodeling
“Commentary: Mark Richardson”
May 2004, September 2004
Mark Richardson, Christy Hartman,
Sal Alfano

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**REGULAR COLUMN,
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circulation under 80,000

Gold

U.S. Banker
“Inside Track”
August, November 2004
Karen Krebsbach

Silver

Baltimore SmartCEO
“Editor’s Desk”
November, December 2004
David Callahan

Bronze

Control
“I Survived Three Mile Island...I
Think; Is your HMI Lying to You?”
June, July 2004
Rich Merritt

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**REGULAR COLUMN,
STAFF WRITTEN**
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Overdrive
“Dollars & Sense”
March, August 2004
Max Heine

Silver

Land Line
“America Needs To Get its Priorities
Straight in the Classroom”
August, September 2004
Mark H. Reddig

Bronze

Plant Services
“Are Women Welcome? / The
Ultimate Cost Of Convenience”
September, December 2004
Lisa Greenberg, Paul Studebaker,
Russ Kratowicz, Bert Ganzon

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REGULAR DEPARTMENT
circulation under 80,000

Gold

Sales & Marketing Management
“The Pitch”
September, October, November 2004
Melinda Ligos, Jennifer Gilbert, Christine
Galea, Julia Chang, Sara Calabro

Silver

Construction Equipment

“Buying File”

March–May 2004

Larry Stewart, Walt Moore,
Katie Weiler, Heather Burlingame

Bronze

CMO

“Buzz”

September, October, November 2004

Elaine M. Cummings, Rob O’Regan,
Diann Daniel, Al Sacco



REGULAR DEPARTMENT

circulation 80,000 and over

Gold

PC World

“Here’s How”

August, September, October 2004

Dennis O’Reilly, Michael S. Lasky,
Eric Dahl, Karl Koessel, Sally Zahner

Gold

PC Magazine

“First Looks”

June 22, July, August 3, 2004

PC Magazine Staff

Silver

PC World

“Top 100”

January, February, March 2004

The PC World Reviews and
Test Center Staffs

Bronze

Network Computing

“Last Mile”

July 8, 22 & August 5, 2004

Bradley Shimmin, Tim Wilson



SIGNED EDITORIAL

circulation under 80,000

Gold

Bio-IT World

“A Black Eye for Bioethics/
First Base”

April 2004

Kevin Davies

Silver

Produce Business

“Beneath the Skin”

November 2004

Jim Prevora

Bronze

Geriatrics

“Did President Reagan Have
Mild Cognitive Impairment
While in Office?”

September 2004

Fredrick T. Sherman,
Janice T. Radak, Lori Gordon,
R.J. Pooch, Stephanie Davis

Bronze

Tools of the Trade

“Editor’s Note: A Game of Inches”

May/June 2004

Rick Schwolsky



SIGNED EDITORIAL

circulation 80,000 and over

Gold

Baseline

“Medical Errors: My Child’s Story”

August 2004

John McCormick

Silver

PC World

“Up Front: Microsoft’s Security Problem – and Ours”

January 2004

Harry McCracken,
Ramon G. McLeod,
Barbara Adamson, Marlene Tobias,
Stephen Compton

Bronze

IndustryWeek

“The Enemy Is Within Our Shores”

April 2004

Patricia Panchak



SPECIAL SECTION

circulation under 80,000

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American School Board Journal

“Brown Vs. Board of Education: The Ruling that Changed America”

April 2004

American School Board
Journal Staff

Silver

Engineering News-Record

“Construction Rescues: Minutes To Live”

November 22, 2004

Richard A. Korman, Sherie Winston,
Tudor Hampton, Mary B. Powers,
Jonathan Barnes

Bronze

Environmental Design + Construction

“The LEED Guide”

July/August 2004

Diana Brown, Michelle Clark Hucal,
Monica Hackney, Heather Jenkins,
Elizabeth Obloy



SPECIAL SECTION

circulation 80,000 and over

Gold

Network World

“Network World Extended Enterprise Issue”

November 15, 2004

Beth Schultz, Julie Bort

Silver

CIO

“How to Run IT Like a Business”

May 1, 2004

Stephanie Overby, Richard Pastore,
Lorraine Cosgrove Ware,
Alice Dragoon, Janice Brand

Bronze

Government Computer News

“Mission Gap Report”

June 21, 2004

Richard W. Walker, Joab Jackson,
Jason Miller, Wilson P. Dizard,
Trudy Walsh



SPECIAL SUPPLEMENT

circulation under 80,000

Gold

CSO

“The Global CSO”

Fall 2004

CSO Staff

Silver

Supermarket News

“Whole Health”
Supermarket News Staff

Bronze

Chain Leader

“Best Places To Work”

April 15, 2004

Chain Leader Staff

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SPECIAL SUPPLEMENT

circulation 80,000 and over

Gold

Remodeling

“Coastal Contractor”

Fall 2004

Sal Alfano, Don Jackson,
Clayton DeKorne, Judy Neighbor

Silver

PM Network

“PMI Leadership in Project
Management Annual”

October 2004

Staff

Bronze

Builder

“Threshold to the Future:
Forecast Guide 2004”

August 2004

Builder Staff

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TECHNICAL ARTICLE

circulation under 80,000

Gold

CIO Insight

“Strategic Technology”

September 2004

Debra D’Agostino, Dan Briody

Silver

CSO

“Scumware Out There”

November 2004

Sarah. D. Scalet, Michael Goldberg,
Chandra Tallman, Emily Henderson,
Maggie Locher

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Presentations

“Specs Offenders”

April 2004

Stephen Regenold

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CIO

“True Grid”

May 15, 2004

Christopher Lindquist, David
Rosenbaum, Terri Haas, Cathy Mallen

Silver

**Electrical Construction &
Maintenance**

“Compact Fluorescents Light the Way
for Energy Efficiency”

March 2004

Amy Florence Fischbach

Bronze

InfoWorld

“The Rush To RFID”

April 12, 2004

David L. Margulius, Eric Knorr,
Ephraim Schwartz

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Queenie Burns

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Eddie Milla

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David Calabrese

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Oracle
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Richard Merchan, Susan Olsen,
Paul Andreini, Jeff Spicer

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Richard Merchan, Susan Olsen,
Paul Andreini, Jeff Spicer

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November 2004
Doug Ponte

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“Models Of Success”
June 2004
Susan Chamberlain,
Big Builder Staff

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“Gen-Next Marketers Say ‘See-Ya’
To The Status Quo”
October 2004
Design Team

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Civil Engineering
“A Grand Plan”
December 2004
Jan Hilton

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Profit
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August 2004
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Federal Computer Week
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July 12, 2004
Matthew Borkoski, Jeffery Langkau

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Mid-April 2004
Edwin C. Malstrom,
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October 11, 2004
Scott Gormley, Sek Leung,
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Christopher M. McWillie

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Healthcare Informatics
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Cynthia Huff, Alicia Buelow

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Steve Fox, Andrew Danish,
Bill Mayer

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Robert Kanes, Kate Godfrey,
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Sharon Carlson, Regina McGee,
Dave Kovaleski, Barbara Brewer,
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Dan Zeis

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Network Computing
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David Yamada, Bob Powers,
Peter Casella, Bill Mallon,
Michael Schnaidt

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June 2004
Robert Kanes, Kate Godfrey,
Rick Rizner, Diego Aguirre

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Meetings West
April 2004
Scott Kambic, Tyler Davidson,
Lori Tenny, Carolyn Blackburn,
Adam Jones

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BIO-IT World
January 2004
Mark Gabrenya

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Pensions & Investments
July 26, 2004
Gregg Runburg

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Computerworld
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Julie Quinn

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Computerworld
October 25, 2004
April O'Connor

Bronze
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February 23, 2004
Stephanie Faucher

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Roast

January/February 2004

Roast Magazine Staff

Silver

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Summer 2004

Linda Lewis-Pickett,

Melissa D. Clague,

Lauren DeAngelis, Auras Design

Bronze

Plate

Fall 2004

Queenie Burns, Chris Cassidy

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Civil Engineering

July 2004

Jan Hilton

Silver

ABA Journal

March 2004

Robert Fernandez

Bronze

Civil Engineering

February 2004

Jan Hilton

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INFORMATION GRAPHICS

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CIO Insight

July 2004

Laura Baer, Aileen Hengeveld,
Xplane, Eureka, David Flaherty

Silver

CSP

April 2004

CSP Staff, Keystroke Graphics

Bronze

Big Builder

Mid-March 2004

Susan Chamberlain,

Big Builder Staff

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circulation 80,000 and over

Gold

Computerworld

September 27, 2004

Computerworld Design Team

Silver

Electrical Construction & Maintenance

November 2004

David Eckhart, Mike Holt,

Mike Culbreath

Silver

PC Magazine

June 22, 2004

PC Magazine Art Directors,

David Foster, Ken Brown

Bronze

CIO

September 15, 2004

CIO Design Staff

Bronze

Overdrive

May 2004

Tim Cooper, Linda Longton,

Max Heine, Laura Crackel

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CMO

September 2004

Scott Shultz, Helen Zhai,
Mary Lester, Jenna Talbott
Karen Angus, Brian Taylor,
Deanne Toto

Silver
Hotel Design

February, March 2004

Lisa Lehman

Bronze

Secure Destruction Business

Spring, Summer 2004

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Digital World

October 2004

Robert Kanes, Barbara Adamson,
Kate Godfrey, Don Morris Design

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Gold
Counselor

“Gen-Next Marketers”

October 2004

Design Team

Silver
Plate

“Grown To Grill”

Summer 2004

Queenie Burns,
Chris Cassidy Photography

Bronze

Presentations

“The Writing on the Wall”

February 2004

Kathryn Forss

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Gold

Network Computing

“Wide Area Wireless Data:

Forever Evolving”

October 14, 2004

David Yamada, Bob Powers,
Peter Casella, Bill Mallon,
Michael Schnaidt

Silver

ComputerWorld

“Who Owns the Web?”

August 30, 2004

April O’Connor

Bronze

ComputerWorld

“The Elastic IT Staff”

September 20, 2004

April O’Connor

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Gold
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Queenie Burns

Silver
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November, December 2004

Scott Shultz, Helen Zhai,

Mary Lester

Bronze

MIX

April, May 2004

Dmitry Panich, Kay Marshall,
Lizabeth Heavern



OVERALL TYPOGRAPHY

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CIO

April 1 & 15, 2004

CIO Design Team

Silver

Restaurants & Institutions

July, August 1, 2004

Stacy Bryant, Glen Luensman

Bronze

VARBusiness

March 1, 15, 2004

Scott Gormley, Sek Leung,
Daniella Abruzzo, Adeline Cannone



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Risk & Insurance

April 15, 2004

Risk & Insurance Staff,
Iridium Group

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Travelage West

January 5, 2005

Michelle Rosenberg, Ken Shapiro,
Mia Marzan

Bronze

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August 2004

Editorial and Design Team



PUBLICATION REDESIGN

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Restaurants & Institutions

January 2004

Patricia Dailey, Stacy Bryant,
Glen Luensman,
Art and Editorial Staff

Silver

Packaging Digest

September 2004

Lora Lee Gelles, Glen Luensman

Bronze

Windows IT Pro

September 2004

Windows IT Pro Staff Publication

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**WEB, E-NEWSLETTER
AWARDS**
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INTERACTIVE COMMUNITY

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Oracle Technology Network

Justin Kestelyn,
Sudhakar Ramakrishnan,
Jeff Spicer, Chris Munoz

Silver

**Workforce Management
Community Center**

Todd Raphael, John Hollon

Bronze

CSOonline.com

CSO Online and Magazine Staff

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NEW WEB PUBLICATION

Gold

CMOmagazine.com

Art Jahnke, Jon Surmacz,
Todd Borglund,
Constantine von Hoffman,
Rob O'Regan

Silver

AthleticTurf.net

Ron Hall, Lynne Brakeman,
Jason Stahl,
Advanstar Web Development Team

Bronze

SecurityInfoWatch.com

Paul Caplan, Geoffrey Kohl,
Timothy Haynes, Molly Hughes,
Cygnus Interactive Team

■
ORIGINAL WEB COMMENTARY

Gold

PC Magazine

“Panic Over Spyware”

John C. Dvorak, Sebastian Rupley

Silver

SearchSecurity.com

“XP SP2 Finally Arrives. Now What?”

Bill Brenner, Margie Semilof, Sr.,
Laura E. Hunter, Anne Saita

Bronze

HealthLeaders

“And in This Corner,
Bush and Brailer”

Gary Baldwin, Jim Molpus

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ORIGINAL WEB DATABASE

Gold

PCMag.com Product Finder

PC Magazine Online and Print
Teams, Ziff Davis Internet
Development Team

Silver

Variety.com: The Vault

Variety.com Staff

Bronze

PC World Product Finder

PC World Editorial and
Applications Development Staffs

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Ward's Auto World

“Downgrading Wall Street”
Kevin Kelly, Brian Corbett,
Alisa Priddle, David E. Zoia

Silver

Workforce Management

“Turnover Is the New Enemy at One of America’s Oldest Restaurants”

Rachael King, Todd Raphael

Bronze

HealthLeaders

“The Uninsured”

Rick Byrne, Jane G. DuBose, Micaela Brown, Heather Wicks, Paula DeWitt

Bronze

Workforce Management

“The Pick-up Artists”

Alison Stein Wellner, Todd Raphael

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Gold

PC World Online

PC World Editorial Staff

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MacCentral:

Macworld’s News Service

Macworld Staff

Silver

Network World NetFlash

Adam Gaffin, Melissa Shaw

Bronze

Computerworld.com

Computerworld Staff



OVERALL WEB PUBLICATION

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CMOMagazine.com

Art Jahnke, Jon Surmacz,
Todd Borglund,
Constantine von Hoffman,
Rob O’Regan

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CIO.com

CIO.com Staff

Bronze

Network World Fusion

Adam Gaffin, Melissa Shaw



E-NEWSLETTER

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Variety.com Headline News

Variety.com Staff

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Reginald Davis, Jenny Davis,
Jada Mardis, Molly McDonough,
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Workforce Recruiting

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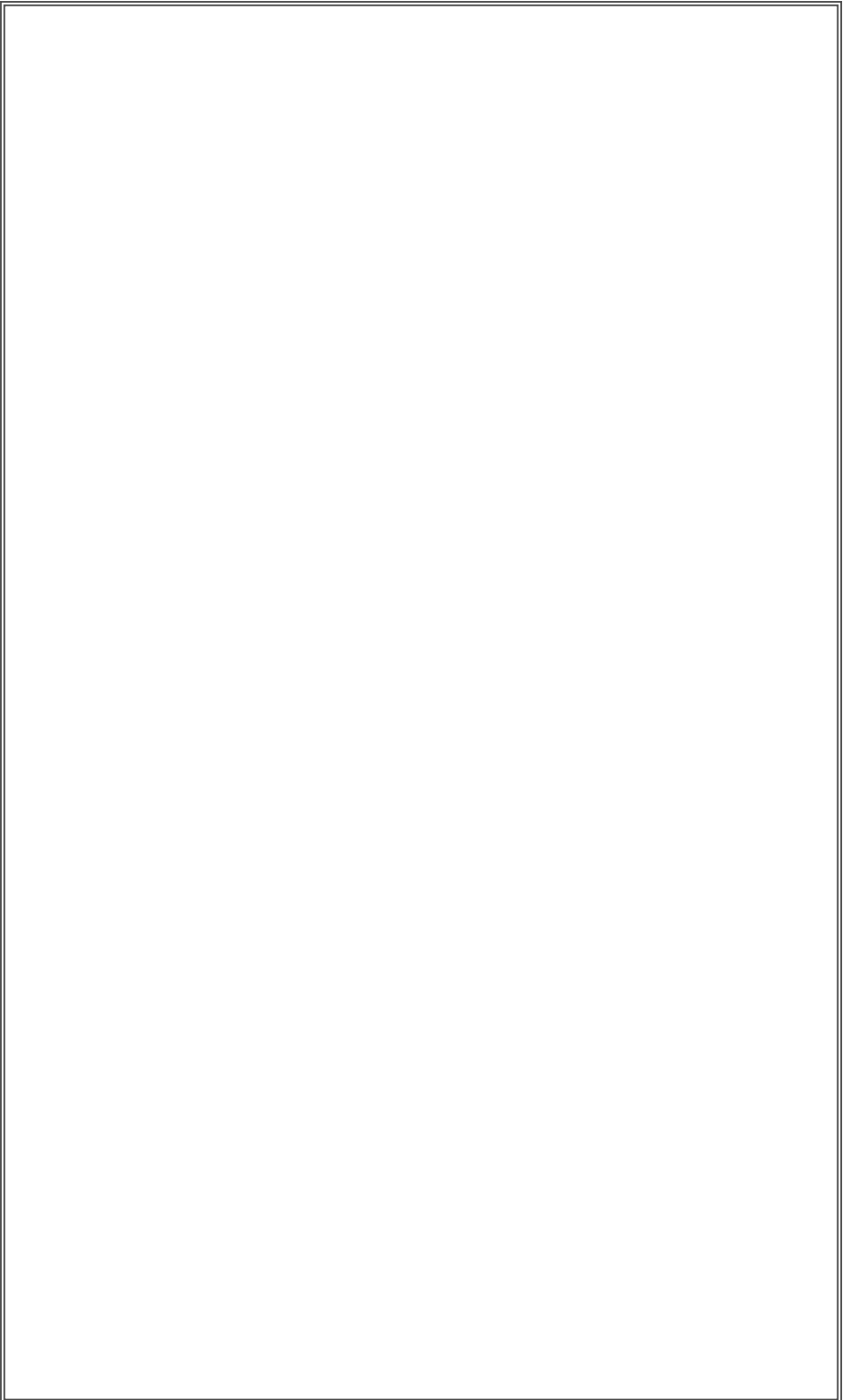
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