



**American Society of
Business Publication Editors**

*28th Annual National
Honors and
Azbee Awards
of Excellence
for 2006*



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State Tax Report



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Martha Spizziri

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American Society of Business Publication Editors

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The most distinctive B2B awards

By Tina Grady Barbaccia
2006 Awards Competition Chair

Our job as journalists is to deliver timely, balanced news.

But as b-to-b journalists, we have an especially demanding role: We have to be experts in the markets we cover.

Many of our Azbee Award entries mirrored the major news events of the day – the Hurricane Katrina devastation, global terrorism, immigration issues, and mining accidents, for instance. However, they were also required to keep a tight focus on the readers' targeted business needs.

That's what makes the b-to-b industry invaluable. The editors, writers, and designers that do this with excellence deserve to be commended. ASBPE's Awards of Excellence recognizes those who meet this mission with distinction.

It was *another* record year for award entries. The competition drew 2,649 total submissions as it continued its steady growth of recent years. As we provide tough awards to win, so we increase the prestige of our honors.

Whatever the category, editorial or design, winning an award makes you the cream of the crop in b-to-b publishing. In fact, even if you didn't win, your use of the contest to provide a benchmark for further improvement speaks well for your ambition, and your future winning prospects. Providing that opportunity for you is part of ASBPE's role.

Although not everyone is able to win, we recognize their effort as well. There is a lot of fine work out there, and you should all be proud.



The stringent criteria used for judging the entries make our contest the most competitive in the business press. But they are also the most popular awards, something we tried to capture by giving our awards a new name this year – the Azbees. Just as there are Tonys for the theater and Grammys for musical artists, the Azbees, sponsored by your professional association, are for the top b-to-b journalists and publications.

In the realm of Lifetime Achievement, this year we honor Stan Modic, an industry publication pioneer who personifies editorial excellence and ingenuity.

Hearty congratulations, too, to our Magazine of the Year winners and honorable mentions for being in that rarified group.

And let's not forget our Young Leadership Scholarship award winners. As our future, they carry our hopes for continued excellence in the profession we love.

Finally, thanks to our administrative staff of Janet Svazas, Holly Lundgren, and Robin Sherman; our contest judges; and all the volunteer national and chapter board members and officers for their intensive work.

And to the 750 ASBPE members, and others who support our organization, we are happy to present these winners on your behalf.

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

Roy Harris, ASBPE national president, has been senior editor of Boston-based *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 LA bureau. He retains a passion for the newspaper business, and his book on the history of the Pulitzer Prizes for Public Service is due to be published next year.

Harris chaired the ASBPE Awards of Excellence in 2003 and 2004, and established the Stephen Barr Award.

He has bachelors and masters degrees from Northwestern University's Medill School of Journalism.

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



Previously, Pilchen was communications director at the American Judicature Society and a writer and editor at *The Daily Illini* at the University of Illinois, where he earned a BA in history in 1986.

He has also served as an adjunct journalism instructor at Chicago's Columbia College.

Pilchen is treasurer of ASBPE's Chicago chapter. He is a member of the Society of National Association Publications and the National Association for Law Placement.

Portia Stewart, ASBPE's national vice president, is editor of *Firstline*, a business magazine for veterinary support staff members, at Advanstar Veterinary Healthcare Communications, 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. Before that, she was managing editor of *Veterinary Economics*, the business journal for practicing veterinarians.

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.

Robert Freedman, ASBPE immediate past president, is senior editor of *Realtor*, published by the National Association of Realtors (NAR).



Freedman is editor of ASBPE's *Best Practices of the Business Press* (Kendall/Hunt Publishing), and coeditor of ASBPE's *Journalism That Matters* (Marion Street Press), an ASBPE/TABPI book on how business-to-business editors change the industries they cover. He 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*.

ASBPE staff

Janet Svazas, ASBPE executive director, has worked for the Society's management firm, Association Management Systems in Wheaton, Ill., for seven years, where she has



executive management responsibilities for other associations as well.

Svazas began her association career 18 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 many 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 *Adhesive 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.

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



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

Lundgren began her association management career with the 6,000-member Council of Logistics Management, a professional association for logistics managers. 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.

Martha Spizziri, ASBPE's Web editor, works as a freelance editor, writer, and Web site designer. She is also vice president of ASBPE's Boston/New England



chapter and has been active in the Society since the 1980s.

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

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

ASBPE mission

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, newsletters, and digital publications.

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.

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

At ASBPE, editors are not an afterthought; they are our only thought.

WHAT WE DO

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

ASBPE is widely known for its annual **Awards of Excellence** contest in editorial and design for magazines, newsletters, and digital publications. Awards are given in 40 categories, most 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**, the **Lifetime Achievement Award**, and the **Stephen Barr Award** for individual feature writing.

The association's **National Editorial Conference** every summer pro-

vides networking and educational opportunities at a significant value over other related industry meetings. Conference speakers are cutting-edge experts not often seen elsewhere. Members get a discount.

Especially valuable are our regular educational meetings held around the country at ASBPE **local chapter meetings** in Atlanta, Boston/New England, Chicago, Cleveland, Dallas/Fort Worth, Denver, Houston, Kansas City, Michigan, New York, San Francisco, Twin Cities, 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 issues and
- 4) **how-to, instructional articles**.

The Web site also offers our newly revised **Guide to Preferred Editorial Practices** that recommends ways for dealing with a variety of editorial-related issues. The site also has a large number of **links to other editorial-related sites**.

ASBPE also **offers discounts** for other editorial-related educational services, books, and workshops.

American Society of
Business Publication Editors

2006 Lifetime
Achievement Award

■

Stan Modic

Senior Editorial Advisor, Columnist, Nelson Publishing

■

Emphasized leadership role of the business press,
IndustryWeek innovator, press community leader

Editor's Note: This biography of Stanley J. Modic appeared in the Press Club of Cleveland's 2002 Journalism Hall of Fame program. It was written by John Sheridan, who worked with Modic for nearly 20 years at IndustryWeek magazine.



Writers and editors

who've worked for Stanley J. Modic over the years will tell you he was a stickler for accuracy.

One afternoon during his 15-year tenure as editor of *IndustryWeek*, Modic poked his head into the office of a rookie news editor. Summoning a stern countenance, he instructed: "Remember, no errors!"

Modic's orders were never taken lightly. So the greenhorn stayed at his desk past midnight, nervously re-checking each of the articles slated for the next news section.

Modic's aversion to editorial slip-ups may have stemmed from an incident early in his career when he was

city editor at the *Painesville Telegraph*.

"One year, I ran our annual blurb on the daylight savings time change a month too early," he chuckles. "That Monday, I got a barrage of calls from angry readers. Some of them insisted that the paper reimburse them for

the money they lost by showing up for work an hour late."

The experience underscored the impact that a publication can have on its readers. Moreover, during his 42-year journalism career, most of it in the business press, Stan Modic constantly strived to make a positive impact, often by cajoling his management readers to come to grips with the waves of change buffeting their organizations.

"My basic philosophy," he says, "was that, in the business press, you have a specialized audience. And your job is not only to inform and educate them, but also to try to lead them —

and tune them into the new trends that may affect their businesses.

“When you’re a business magazine editor, you have a myriad of responsibilities. You don’t just write stories. You have to think ahead and lead your audience.”

After five years with the *Telegraph*, during which he rose quickly from cub reporter to city editor, Modic joined Penton Publishing’s *Steel* magazine in 1965 as an assistant editor.

Introducing *IndustryWeek*

Again he moved up rapidly, and in 1969, he was named executive editor. In that post, he was one of three editors charged with broadening the scope of the magazine — and its staff — when *Steel* became *IndustryWeek*.

The new publication, born in 1970, covered the entire manufacturing sector and focused heavily on management issues, treating business management as a profession. *IW*’s controlled-circulation base grew to 360,000, more than four times the readership of *Steel*.

Innovations

Leading Thinkers. In 1972, Modic succeeded the legendary Walter Campbell as editor of *IW*. He assembled a group of leading thinkers — including Peter Drucker, Alvin Toffler, and Daniel Yankelovich — to contribute articles. In his columns, Modic prompted readers to motivate their employees for success, to speak up for the private enterprise system, and to respond to the challenge of stiffening global competition.

Foreign Reporters. When *IndustryWeek* was launched, the magazine lined up a string of international correspondents “because we wanted to give our readers a better fix on what was going on around the world,” Modic recalls.

What others say

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

Stan was my first boss 45 years ago in newspapers. He was gruff and demanding. But no rookie could have asked for a better coach and mentor. Many “Stanisms” of journalism have stuck with me over the years.

Over a long career, Stan Modic has made many significant contributions to b-to-b journalism.

However, Stan’s career didn’t start in b-to-b. It started on a 25,000 circulation newspaper in the Lake County city of Painesville, Ohio. The county seat paper was the paper of record.

Right about now, Stan is probably hoping that a case of amnesia will set in. No such luck. Stan was the city editor. He could have been the model for TV’s Lou Grant.

Every year an adjacent community had a festival around the Fourth of July.

It was a big deal, lots of people, floats, rides. And, yes, a Queen and her court.

Each year coverage was a challenge, finding some fresh, new perspective.

Anything.

Stan decided to assign the main story of the Queen and her court to the newest member of the staff. The reporter was extremely bright. He was a Korean graduate student from a leading mid-west journalism school. Remember, English was not his first language. He dug

in; he did extensive interviews with the Queen and her court, all high school students or recent graduates.

Everything was going fine. Nice photography, good quotes, and an attractive layout. What could go wrong?

ONE word!

The reporter had referred to the Queen and her court, as “Queen and her courtesans.” No Stan, that’s not the plural for women of the Queen’s court.

Upset readers, and very angry parents of the “court,” made that quite clear to Stan. “How dare you call my daughter a woman of the night, a kept woman, a harlot?”

Everyone in the newsroom scurried to the big dictionaries to find some obscure fifth or sixth meaning of the word, “courtesans,” that we could use as our defense. No luck.

Vern Nelson

CEO, Nelson Publishing

“Stan the Man” is the title we bestow on Stan Modic. By “The Man” we describe with admiration “Mr. Manufacturing.”

Stan joined the Nelson Publishing team on *Tooling & Production* when we purchased it five years ago. He is a man of outstanding integrity and talent.

Furthermore, he is an outstanding American who is a strong advocate for his country and does everything possible to foster its growth for future generations.

We at Nelson Publishing say, “God Bless America and ‘Stan the Man’.”

As chief editor, Modic often prodded his staff members to expand their horizons and take on challenging assignments; he made sure they got the support and resources they needed.

Study Mission. In the early 1970s, *IW* was one of the first U.S. publications to send an editor into China, shortly after President Nixon re-established relations with that country. In 1984, Stan visited China himself — taking along 20 of his executive readers on a study mission to explore both the potential of joint business ventures there and the competitive challenge that China might pose to American manufacturers.

Modic recalls that one of the people on that trip was an executive with a paper company who was startled to discover that Chinese peasants wiped themselves with dirt after going to the bathroom. “He said, ‘What a market for toilet paper — if only they had the money to pay for toilet paper!’”

In 1974, long before the end of the Cold War, Modic accompanied his Washington bureau chief to Moscow to cover the first U.S. machine tool exhibition in the USSR. While there, he wangled a meeting with the Russian Minister of Information. “The Russians had been using material from *IndustryWeek* without paying any royalties,” he recalls. By the time the meeting was over, he’d persuaded the minister to pay royalties to Penton.

“It wasn’t much,” Stan says, “but we got a few rubles out of them.”

In what may have been the hallmark achievement of his editorial activism, Modic organized and led a series of executive study missions to Japan to investigate the secrets of Japan’s manufacturing success.

Begun in 1972, the trips contin-

ued over the next decade — at a time when many feared the U.S. was losing its industrial competitive edge. The study missions gave *IW*'s executive readers entrance to Japanese companies and manufacturing facilities that they couldn't have arranged on their own.

Awards of Excellence. Recognizing a need for corporate CEOs to become more proactive, in 1977 Stan launched *IW*'s "Excellence in Management" awards program, which honored CEOs who exhibited leadership in defending the private enterprise system, in breaking new ground in labor-management relationships, in improving understanding between business and government, and in serving their communities.

White House Meeting. In the early 1980s, he spearheaded an effort to stage a conference in Washington, sponsored with the White House, on corporate social responsibility — to explore ways that businesses might pick up the slack in the wake of government funding cutbacks.

Re-established press club

His activism extended to the journalism profession. In 1977, Modic was the driving force behind the resurrection of the Press Club of Cleveland, an organization that had been dormant for nearly a decade.

In the early stages of the revival, he arranged a meeting with former Press Club board members to seek their endorsement of a proposal to reactivate the club and affiliate with the multi-organization Communicators Club, giving the Cleveland media access to its facilities. When several participants expressed heavy skepticism about the prospects for success, Stan took the bull by the horns.

"There will be a new Press Club," he asserted, "even if I'm the only one who joins!"

That turned the tide. The plan was approved. Additionally, Modic became the first president to head the club in its new era.

He is also a past president of the Cleveland chapter of Sigma Delta

Robert W. Gardner
vice president — public relations
The Association For
Manufacturing Technology

Throughout his career Stan maintained an unrelenting focus on "his" readers, always trying to serve them better with some unique project or editorial feature. This approach, called "service journalism" by some, led him to create insightful editorial features, lead pioneering study trips for U.S. executives to Japan and Russia, and speak out boldly in his editorials — a tenor that continues to this day. Stan's honest approach to "telling it like it is" has earned him long-term loyalty among readers, peers,

and especially those of us lucky enough to have worked for him.

His clear vision and stubborn resistance to give up on a worthy goal can be seen in the 1977 renewal of the Press Club of Cleveland, which had been inactive for several years. The immediate goal was just to create a "paper" organization that would allow working journalists entry in a new downtown luncheon club, and some timid souls, including me, were urging a perfunctory re-organization. Stan would have none of it. He wanted a real Press Club that would grow and prosper, and he got it. Now, 29 years later, the Club is thriving, a strong contributor to

Chi — now SPJ, the Society of Professional Journalists — and led its scholarship fundraising activities for many years.

Modic moves on

After nearly 25 years at Penton, Modic left in 1989 to join Huebcore Publishing in Solon, Ohio, as editor-in-chief of *Purchasing World* magazine. He subsequently served as publisher and editor-in-chief of

Tooling & Production magazine, also published by Huebcore, which became Adams Business Media.

In January 2002, when Adams was sold to Nelson Publishing Co., he retired as vice president of the firm's five-magazine Manufacturing Group.



These two covers represent examples of Stan Modic's belief that business magazines must lead. IndustryWeek's cover (left) from April 6, 1981, when Modic was editor, was about energy independence, still a hot issue. As editor-in-chief, the April 2000 issue of Tooling & Production was his concept, tapping top gurus in the industry to write about what lay ahead. He coordinated all the contributors, decided on the design of the cover, wrote the editorial in the issue, and he and editor Joe McKenna wrote the executive roundtable piece.

However, he continues as a senior editorial consultant and columnist for *Tooling & Production*.

Modic, whose editorials over the years have been widely quoted and reprinted, has won numerous editorial achievement awards — including the prestigious G.D. Crain award, presented annually to an outstanding editor by the

American Business Press (now American Business Media), the trade association of the business publishing industry. He has also received ABP's Jesse H. Neal Certificate of Merit and a Freedom Foundation award for editorial writing.

Cleveland's journalism community and an example of Stan's many accomplishments.

Joseph F. McKenna editor-in-chief *Tooling & Production*

If ever there has been a lion in the American business press, it's Stan Modic. As the boss of *Tooling & Production*, he could roar far more impressively than MGM's big cat—signaling that something in the magazine wasn't up to his standards or that he wanted his team to pursue the next great big idea. Stan always followed the Churchillian dictate of never giving in “except to convictions of honor and good

sense,” and he made sure everyone working for him did as well.

That said, Stan has never traded on his imposing credentials with staffers, especially journalistic tenderfoots.

As a writer, an editor, a mentor, and a colleague, Stan Modic has established a new standard of excellence for the business press. Back in the '60s, Stan recast his go-get-em newspaper style for business-to-business journalism, and all of us in the craft are better for it today. Musial may claim the title “Stan the Man” in the world of baseball, but on our playing field there's only guy who goes by that sobriquet—Stan Modic.

ASBPE

Magazine of the Year

circulation 80,000 or more

Computerworld

Editor-in-Chief Don Tennant

Executive Editor Mitch Betts

**Executive Editor, Events;
National Correspondent**
Julia King

News Editor Craig Stedman

Assistant News Editor
Mike Bucken

Technology Editor
Tommy Peterson

Management Editor
Kathleen Melymuka

Reporters Sharon Fisher,
Matt Hamblen, Eric Lai,
Linda Rosencrance, Marc
L. Songini, Patrick
Thibodeau, Jaikumar
Vijayan, Todd R. Weiss

National Correspondents
Gary Anthes, Thomas
Hoffman, Robert L.
Mitchell, Carol Sliwa

Special Projects Editor
Ellen Fanning

Editor at Large Mark Hall

Senior News Columnist
Frank Hayes

Research Manager Mari Keefe

Research Associate
Gussie Wilson

Managing Editor/Production
Michele Lee DeFilippo

**Assistant Managing Editor,
Production** Bob Rawson



Editor-in-Chief, Don Tennant

Senior Copy Editors
Eugene Demaitre
Monica Sambataro

Copy Editors
Carla Dempsey
Donna Sussman

Design Director
Stephanie Faucher

Art Director
April O'Connor

Associate Art Director
Owen Edwards

Office Manager
Linda Gorgone

Contributing Editor, Opinions
Jamie Eckle

Contributing Columnists
Michael Gartenberg,
Paul Glen, Barbara
Gomolski, John Halamka,
Thornton A. May, David
Moschella, Bart Perkins,
Virginia Robbins,
Bruce A. Stewart

What the judges said:

"Packed with so much useful information; relevant, useful graphics; never a fluffy issue; difficult for any monthly magazine, and they do it weekly."

ASBPE

Magazine of the Year

circulation less than 80,000

CSO

Editor-in-Chief

Lew McCreary

Editor

Derek Slater

Managing Editor

Michael Goldberg

Senior Editors

Scott Berinato

Todd Datz

Sarah Scalet

Art Director

Steve Traynor

Associate Art Director

Chandra Tallman

Managing Editor,

Production

Cheryl Asselin

Copy Chief

Emily Henderson

Senior Copy Editors

Diann Daniel

Cathy Mallen

Editorial Assistants

Margaret Locher

Christopher Lynch

Al Sacco



Editor, Derek Slater

What the judges said:

“Good leads, good stories, takes risks with subject matter; design and copy complement each other extraordinarily well; provides items to take action on; communicates well with readers; covers have attitude.”

Magazine of the Year Honorable Mentions

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

Tim Reason

Technology Editor

John Goff

Departments Editor

Joseph McCafferty



Senior Writer

Alix Nyberg Stuart

Research Editor

Don Durfee

Staff Writer

Kate O'Sullivan

Copy Editor

Deana Colucci

Reporter

Laura Demars

Contributing Editors

Russ Banham,

Randy Myers

Design/Art Director

Robert L. Lesser

Associate Art Director

Jenna Talbott

Photo Editor

Carol Lieb

CIO

Editor-in-Chief

Abbie Lundberg

Managing Editor

David Rosenbaum

Assistant Managing Editor

Emily Henderson

Executive Editors

Christopher Koch,

Elana Varon

Washington Bureau Chief

Allan Holmes

Technology Editor

Christopher Lindquist

Senior Editors

Stephanie Gelston,

Stephanie Overby



Senior Writers

Meridith Levinson,

Susannah Patton,

Thomas Wailgum,

Ben Worthen

Editorial Administrator

Jill Paquette

Executive Director,

Art and Design

Mary Lester

Art Director

Terri Haas

Associate Art Directors

Matthew Goebel

Chandra Tallman

Senior Copy Editors

Diann Daniel

Cathy Mallen

Editorial Assistants

Margaret Locher

Christopher Lynch

Katherine Walsh

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

Builder, BusinessWeek SmallBiz, Government Computer News,

HR Magazine, IndustryWeek, Remodeling, Restaurants & Institutions

Magazine of the Year Honorable Mentions

circulation less than 80,000

Information Security

Editor-in-Chief

Kelley Damore

Editorial Director

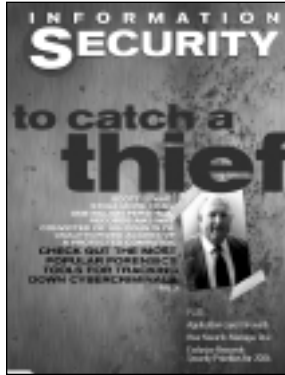
Jon Panker

Senior Technology Writer

Neil Roiter

Features Editor

Marcia Savage



Senior Editor

Michael S. Mimoso

Associate Editor

Amber Plante

Creative Director

Maureen Joyce

Meetings & Conventions

Editor-in-Chief

Lori Cioffi

Executive Editor

Loren G. Edelstein

Managing Editor

Allen J. Sheinman

Multimedia Art Director

Mayumi T. Hudgins

Senior Editor

Lisa Grimaldi

Senior Editor

Sarah J.F. Braley

Senior Editor

Cheryl-Anne Sturken



Senior Associate Editor

Jonathan Vatner

Senior Associate Editor

Brendan M. Lynch

Associate Editor

Terence Baker

Associate Editor

Tom Isler

Assistant Multimedia

Art Director

Angie Mason

Editorial Production

Manager

Armand Rosales

Congratulations to the rest of the Top 10 (in alphabetical order)
*American Lawyer, Chain Leader, CIO Decisions, CIO Insight,
HealthLeaders, Hospitals and Health Networks, Residential Architect*

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

THE THIRD ANNUAL
Stephen Barr Award For Feature Writing



Shabnam Mogharabi

For her feature series “Minority Report”
In *Aquatics International*, October/November 2005

Shabnam Mogharabi was out of graduate school less than two years when she began work on her winning series in Hanley Wood’s *Aquatics International*, a publication for the commercial and public swimming-pool industries.

“Minority Report” dug deep for explanations about why American minority youths account for a disproportionate percentage of drowning deaths, and suggested ways to improve current efforts to save lives. The series made a significant contribution to the professionals who are the magazine’s readers, and also pointed up an under-reported social malady in need of correction.

At *Aquatics International*’s sister publication *Pool & Spa News*, where Ms. Mogharabi is business news editor, editor Erika Taylor said: “As is typical for her, she became deeply involved in the topic, interviewing more than 50 sources, and combing through myriad government documents. The result was a piece of journalism that stands among the best I’ve read during my tenure with this magazine.”

Judges noted Ms. Mogharabi’s sensi-

tive yet dispassionate handling of a complex, emotional issue. “The series was written with authority, compassion and intelligence,” said one. “Compelling from start to finish.” A sidebar on limited career opportunities among young Hispanic and black non-swimmers was especially enlightening.

A 2002 University of Southern California graduate who earned her Master of Science in Journalism from Northwestern University’s Medill School in 2003, Ms. Mogharabi also is among this year’s ASBPE Young Leaders Scholarship winners.

Her Scholarship application displayed sharp insights about challenges facing the business-to-business press. Noting that her coworkers are “bright, talented, creative people who would thrive in any segment of the publishing world, regardless of the audience,” she observed that such excellence exists despite b-to-b being “stigmatized” as inferior to the mainstream media.

With more journalists like Ms. Mogharabi becoming b-to-b journalists, any stigma seems bound to dissolve.

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, endowed by the parents of Stephen Barr.

■
**PRINT EDITORIAL
AWARDS**
■

■
CASE HISTORY

circulation less than 80,000

Gold

Government Procurement

“State of Oregon Saves
with Smart Buy”

April 2005

Katherine Frisch

Silver

C&S

“How a Bookmaker and a Whiz Kid
Took on an Extortionist — and Won”

May 2005

Scott Berinato, Michael Goldberg,
Steve Traynor, Emily Henderson,
Margaret Locher

Bronze

Exhibitor Magazine

“Nine Simple Fixes,
Ten Times the Sales”

September 2005

Exhibitor Staff

■
CASE HISTORY

circulation 80,000 and over

Gold

CIO

“Open Source Ascendant”

July 1, 2005

Christopher Koch, Elana Varon,
Matthew Goebel, Emily Henderson,
Albert Sacco

Silver

Computerworld

“Supply Chain Whirl”

June 6, 2005

Gary H. Anthes, Julie Quinn,
Tommy Peterson

Bronze

Occupational Health & Safety

“Pouring It On”

September 2005

Ronnie Rittenberry

■
EDITORIAL/EDITOR'S LETTER

circulation less than 80,000

Gold

Solid State Technology

“Education & Energy”

September 2005; November 2005

Bob Haavind, Julie MacShane,
Carrie Meadows

Silver

Human Resource Executive

“Business of Integrity &
The Wal-Mart Memo”

June 16, 2005; December 2005

David Shadovitz

Bronze

Ward's AutoWorld

“Appliances, Get Angry”

“Two Americas: Regular, Premium”

January 2005, May 2005

Drew Winter

■
EDITORIAL/EDITOR'S LETTER

circulation 80,000 and over

Gold

Computerworld

“IT Inbreeding”; “Dear John”

March 28; November 28, 2005

Don Tennant

Silver

Baseline

“Starting Point”

January; February 2005

Tom Steinert-Threlkeld,
David Shadovitz

Bronze

PC World

“Tech on Trial”;
“Rule One: They’re Our Machines”
September 2005; November 2005,
Harry McCracken, Ramon G. McLeod,
Barbara Adamson



FEATURE ARTICLE

circulation less than 80,000

Gold

CSO

“Uneasy on the Range”
August 2005
Todd Datz, Michael Goldberg,
Chandra Tallman, Emily Henderson,
Al Sacco

Silver

Engineering News-Record

“Black Gold”
December 5, 2005
Thomas F. Armistead,
E. Michael Powers

Bronze

CIO Insight

“Trolling for Dollars”
December 2005
Rob Garretson, Edward Baker



FEATURE ARTICLE

circulation 80,000 and over

Gold

Baseline

“Web Mobs”
March 2005
John McCormick, Deborah Gage,
Victor Williams, Elizabeth Bennett,
Todd Spangler

Silver

CIO

“How To Save The Internet”
March 15, 2005
Scott Berinato, David Rosenbaum,
Matthew Goebel, Cathy Mallen,
Margaret Locher

Bronze

PC World

“The Hidden Money Trail”
November 2005
Dan Tynan, Tom Spring,
Andrew Brandt, Anush Yeghazarian,
Barbara Adamson



FEATURE SERIES

circulation less than 80,000

Gold

Aquatics International

“Minority Report”
Oct. 2005; Nov./Dec. 2005
Gary Thill, Shabnam Mogharabi,
Tim Bobko

Silver

Ward’s AutoWorld

“State of the Industry Parts 1 and 2”
November; December 2005
Barbara McClellan, Tom Murphy,
Christie Schweinsberg, Eric Mayne,
Adrienne Janhevich

Bronze

Counselor

“Family Business Spotlight”
July; August; November 2005
Melinda Ligos, Andy Cohen,
Betsy Cummings, Chris Taylor

■
FEATURE SERIES

circulation 80,000 and over

Gold

Builder

“Housing’s Wild Ride”

September, October, November 2005

Michele Mariani, John Caulfield,
Pat Curry, Deborah Leopold,
Denise Dersin

Silver

Government Computer News

“Port Insecurity”

July 18; July 25, 2005

Patience Wait, Wyatt Kash

Bronze

VAR Business

“State of the Market”

11/28, 12/05/2005; 1/09, 1/23/2006

Lawrence Walsh, T.C. Doyle,
Luc Hatlestad, Rob Wright,
Dennis McCaffer

■
GOVERNMENT COVERAGE

circulation less than 80,000

Gold

Washington Technology

“Have IT Will Travel”;

“Who Can Solve the Cyber Puzzle”;

“Touchy Subjects”

August 1, August 15, August 29, 2005

William Welsh, Alice Lipowicz,
Roseanne Gerin

Silver

Expansion Management

“We All Pay for Procrastination”;

“Work Force Training”; “Is Your

State Keeping its Financial House”

September; October; November 2005

Bill King, Ken Krizner

Bronze

Florida Trend

“Maneuvers”; “Politics and the
Pension Fund”; “Countdown”

May 2005; June 2005; July 2005

Mike Vogel, Neil Skene

■
GOVERNMENT COVERAGE

circulation 80,000 and over

Gold

Computerworld

“Frankly Speaking: \$170 Million
Lesson”; “Data Mishaps Drive Push
for New Rules”; “Indiana Courts

Delay, Revise IT Overhaul”

March 14, March 21, March 28, 2005

Frank Hayes, Jaikumar Vijayan,
Marc L. Songini

Silver

CFO

“Big City Blues”; “Sentencing With
Discretion”; “Limits of Mercy”

February, March, April 2005

Don Durfee, Lori Calabro, Tim
Reason, Edward Teach, Julia Homer

Bronze

Government Computer News

“Cold Case”; “Philadelphia Free-for-
All”; “OMB to Agencies: Bump Up IT

Use To Get Control of Payments”

March 7, March 21, April 4, 2005

Wilson P. Dizard, Trudy Walsh,
Mary Mosquera, GCN Staff

■
HOW-TO ARTICLE

circulation less than 80,000

Gold

**The Journal of Light
Construction**

“Foolproof Layout
for Winding Stairs”

April 2005

The Journal of
Light Construction Staff

Silver

Veterinary Medicine

“Skills Laboratory: How To Collect Diagnostic Bone Marrow Samples”

August 2005

Margaret Rampey,
Theresa L. Entriken, DVM; Mindy Valcarcel; Alyson Sprague;
Veterinary Medicine Graphics Staff

Bronze

Buildings

“Disaster Preparation”

February 2005

Leah B. Garris, Elisa A. Geneser,
Scott Easton, Linda K. Monroe

■
HOW-TO ARTICLE

circulation 80,000 and over

Gold

Truckers News

“Solid Contact”

October 2005

John Baxter, Randy Grider,
John Latta, Kristin Walters,
Richard Street

Silver

Technology & Learning

“Security: Step-By-Step”

March 2005

Technology & Learning Staff

Bronze

Windows IT Pro

“Analyzing Web Statistics with AWStats”

March 2005

Douglas Toombs

■
INDIVIDUAL PROFILE

circulation less than 80,000

Gold

Computer Graphics World

“Call of the Wild”

June 2005

Karen Moltenbrey

Silver

CIO Decisions

“The Making of an Executive”

August 2005

Joan Indiana Rigdon, Tom Kaneshige,
Anne McCrory

Bronze

CSO

“Russian Roulette”

January 2005

Art Jahnke, Lew McCreary,
Steve Traynor, Emily Henderson,
Al Sacco

■
INDIVIDUAL PROFILE

circulation 80,000 and over

Gold

Baseline

“Blur”

June 2005

Deborah Gage, John McCormick,
Elizabeth Bennett, David F. Carr,
Todd Spangler

Silver

Plant Engineering Magazine

“Building Cars, Building Teams”

December 2005

Jack Smith

Bronze

CFO

“Is This Any Way to Run a Railroad?”

November 2005

John Goff, Lori Calabro, Julia Homer

■
NEW PUBLICATION

circulation less than 80,000

Gold

CIO Decisions

April 2005

Maryfran Johnson, Anne McCrory,
Linda Koury, Tom Kaneshige

Silver

Corporate EVENT

March 2005

Corporate EVENT Staff

Bronze

Firstline

July/August 2005

Marnette Falley, Portia Stewart,
Elizabeth Trotta, Alison Fulton,
Angie Seat



NEW PUBLICATION

circulation 80,000 and over

Gold

Custom Builder

January 2005

Heather McCune, Larry Nigh,
Erin Hallstrom-Erickson,
Rhonda Jackson, Ann Matesi



NEWS ANALYSIS

circulation less than 80,000

Gold

CSO

“The Five Most Shocking Things
About The ChoicePoint Debacle”

May 2005

Sarah Scalet, Derek Slater,
Neva Tachkova, Emily Henderson,
Al Sacco

Silver

Aquatics International

“Fear of the Water”

May 2005

Gary Thill, Rin-rin Yu, Carl Wolfson

Bronze

Florida Trend

“Saving Winn Dixie”

May 2005

Bob Snell, John Annunziata



NEWS ANALYSIS

circulation 80,000 and over

Gold

Machine Design

“Nanowaste: The Next Big Threat?”

November 17, 2005

Machine Design Staff

Silver

eWEEK

“Phishing, Inc.”

March 3, 2005

Dennis Fisher

Bronze

Plant Engineering Magazine

“Finding the Power To Change”

May 2005

Bob Vavra



NEWS SECTION

circulation less than 80,000

Gold

Modern Healthcare

“Week in Healthcare”

July 11, 2005

Barbara Kirchheimer

Silver

Best’s Review

“Briefing”

October 2005

Best’s Review Staff

Bronze

Corporate Counsel

“In the News”

November 2005

Brian Zabcik, David Hechler,
Tamara Loomis, Robin Sparkman,
Morris Stubbs

■
NEWS SECTION

circulation 80,000 and over

Gold

eGovernment Computer News

“GCN News Sections”

March 7, June 20, October 10; 2005

GCN Staff

Silver

Computerworld

September 5, 2005

Computerworld Editorial Staff

Bronze

American Bar Association Journal

“The National Pulse”

October 2005

Richard Brust

Bronze

Computerworld

August 1, 2005

Computerworld Editorial Staff

■
NEWSLETTER

Gold

Physician Compensation Report

Karen M. Minich

Silver

BestWeek

BestWeek Staff

Bronze

Staffing Industry Report

Joyce Routson, Robyn Hessinger

■
ON-SITE TRADE SHOW

circulation less than 80,000

Gold

Construction Equipment Show Daily

Days 1-4

Construction Equipment Staff

Silver

RCR Wireless News

September 27-29, 2005

RCR Wireless News Staff

Bronze

Telephony

Supercomm show daily

June 7-9

Telephony staff

■
ON-SITE TRADE SHOW

circulation 80,000 and over

Gold

HR Magazine

SHRM Conference Daily

June 2005

Leon Rubis, Steve Bates,
Beth McConnell, Margaret Clark,
Bill Leonard

Silver

Oracle Magazine

Oracle OpenWorld Show Dailies

September 17-22, 2005

Marta Bright, Blair Campbell,
Jeff Spicer

Bronze

Packaging Digest

Pack Expo Las Vegas Show Daily

September 26-28, 2005

Packaging Digest Staff

■
ORIGINAL RESEARCH

circulation less than 80,000

Gold

Focus Europe: A Supplement to

The American Lawyer

“Arbitration Scorecard”

Summer 2005

Michael D. Goldhaber, Emily Barker,
Amy Singer, Aric Press, Lee Ryder

Silver

Pet Age

“2004–2005 PET AGE

Retailer Report”

January 2005

Karen Long MacLeod, Cathy Foster,
Jeff Siegel

Bronze

Folio:

“Inside the Minds of B-To-B CEOs”

May 2005

Tony Silber, Matt Kinsman,
Bill Mickey, Dylan Stableford,
Paola DiMeglio

■
ORIGINAL RESEARCH

circulation 80,000 and over

Gold

Remodeling

“2005 Cost vs. Value Report”

November 2005

Sal Alfano, Ingrid Bush,
Emily Wittbrodt, Jared Featherstone

Silver

Baseline

“Baseline 500”

October 15, 2005

Larry Dignan, Paul A. Strassmann,
Kim S. Nash, Jay Blickstein,
Heather Haggerty

Bronze

PC World

“Readers Rate the Manufacturers:
Reliability and Service Survey”

January 2005

Laurianne McLaughlin,
Kalpana Ettenson, Edward N. Albro,
Tracy Yee-Vaught, Kate Godfrey

■
**REGULAR COLUMN,
CONTRIBUTED**

circulation less than 80,000

Gold

The American Lawyer

“Incivility’s Virtues”;

“Leftward Leaning”

June 2005, December 2005

Peter H. Schuck

Silver

**Youth Today: The Newspaper on
Youth Work**

“Statistical Bigotry”;

“Dishonest Youth Videos”

April 2005, September 2005

Mike Males

Bronze

Student Lawyer

“Professionalism”

October 2005, December 2005

Lori E. Shaw, Ira Pilchen

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**REGULAR COLUMN,
CONTRIBUTED**

circulation 80,000 and over

Gold

HR Magazine

“Legal Trends”

June 2005, December 2005

Margaret Clark, Terence F. Shea

Silver

PC Magazine

“John C. Dvorak”

August 23, 2005; December 6, 2005

John C. Dvorak, Tony Hoffman

Bronze

Managing Automation

“The Genie in the Monitor”;

“Leonardo Flunked Latin”

August 2005, December 2005

Robert Malone

■
**REGULAR COLUMN,
STAFF WRITTEN**

circulation less than 80,000

Gold

ProSales

“Viewpoint”

June 2005, August 2005

Chris Wood

Silver

Drug Store News

“Maybe Congress Should Take its

Focus out of the Bedroom”;

“Medicaid Cuts Make Serving the
Poor Bad Business”

July 11, 2005; November 21, 2005

Rob Eder

Bronze

Waste Age

“From the Can”

May 2005, July 2005

Patricia-Anne Tom, Stephen Ursery,
Wendy Angel, Jennifer Grzeskowiak

■
**REGULAR COLUMN,
STAFF WRITTEN**

circulation 80,000 and over

Gold

Baseline

“Talent Pool”

May 2005, October 2005

Kim S. Nash

Silver

Computerworld

“Frankly Speaking: Lessons Not
Learned”; “Devil’s Advocate”

August 22, 2005; November 14, 2005

Frank Hayes

Bronze

Overdrive

“Dollars & Sense”

January 2005, October 2005

Max Heine

■
REGULAR DEPARTMENT

circulation less than 80,000

Gold

CIO Insight

“Strategic Technology”

September, October, November 2005

Debra D’Agostino, Dan Briody,

Edward Baker, Karen Henrie

Silver

Multifamily Executive

“Facelift”

May, June, July 2005

Rachel Z. Azoff, Alison Rice,
Jennifer A. Johnston, Kate Herman,

Boyce Thompson

Bronze

Digital Connect

“Case Study”

October, November, December 2005

Dan Neel, Steven Burke,

Heather Clancy

■
REGULAR DEPARTMENT

circulation 80,000 and over

Gold

EDN

“Prying Eyes”

June 9, July 7, August 4, 2005

Maury Wright, Kasey Clark,

Maura Butler, Matthew Miller

Silver

My Business

“My Business Manual”

June/July, Aug./Sept., Oct./Nov. 2005

My Business Magazine Staff

Bronze

Computerworld

“Security Manager’s Journal”

Jan. 24; Feb.; Oct. 10, 2005

Mathias Thurman, C.J. Kelly,

Jamie Eckle

■
SPECIAL SECTION
circulation less than 80,000

Gold
The American Lawyer
“Here Comes China”
November 2005
Michael D. Goldhaber

Silver
IP Law & Business
“Special Report – China”
December 2005
Emily Friedlander, Lisa Lerer

Bronze
The American Lawyer
“Pro Bono”
September 2005
Aric Press, Amy Singer,
Elizabeth Amon

■
SPECIAL SECTION
circulation 80,000 and over

Gold
IEEE Spectrum
“China’s Tech Revolution”
June 2005
IEEE Spectrum Editorial Staff

Silver
PC World
“The New Security War”
November 2005
PC World Editorial Staff

Bronze
Network World
“All Star Issue”
November 21, 2005
Beth Schultz, Julie Bort

■
SPECIAL SUPPLEMENT
circulation less than 80,000

Gold
The Scientist
“Pain”
March 28, 2005
The Staff of The Scientist

Silver
Information Security
“The Ultimate Spyware
Defense Guide”
September 2005
Jon Panker

Bronze
Multifamily Executive
“Residential Developer”
November 2005
Alison Rice, Cati O’Keefe,
Edwin Malstrom, Melissa Goldweitz,
Boyce Thompson

■
SPECIAL SUPPLEMENT
circulation 80,000 and over

Gold
PM Network
“Leadership in
Project Management Annual”
2005
Project Management Institute,
Imagination Publishing

Silver
EE Times
“Great Minds, Great Ideas”
December 2005
EE Times Staff

Bronze
Baseline
“The Leadership Issue”
May 23, 2005
Todd Spangler, Elizabeth Bennet,
David F. Carr, Kim S. Nash,
Heather Haggerty

■
TECHNICAL ARTICLE
circulation less than 80,000

Gold

Best's Review

"Hook, Line & Sinker"

June 2005

Lori Chordas

Silver

CIO Decisions

"Heat Happens"

August 2005

Robert L. Scheier, Tom Kaneshige

Bronze

CIO Insight

"Rent or Buy?"

May 2005

Debra D'Agostino, Dan Briody

■
TECHNICAL ARTICLE
circulation 80,000 and over

Gold

Computerworld

"Mobile Computing's Energy Crisis"

January 10, 2005

Robert L. Mitchell, April O'Connor,
Tommy Peterson

Silver

Builder

"Pour It On"

November 2005

Ted Cushman, Deborah Leopold,
Denise Dersin, Boyce Thompson

Bronze

InfoWorld

"Think Thin"

July 18, 2005

Dan Tynan, Eric Knorr

■
**PRINT DESIGN
AWARDS**
■

■
CONTENTS PAGE OR PAGES
circulation less than 80,000

Gold

Firstline

September/October 2005

Angie Seat, Alison Fulton,
Marnette Falley, Portia Stewart,
Elizabeth Trotta

Silver

Lawn Care Professional

Spring 2005

Karen Angus

Bronze

Chain Leader

March 2005

Ala Ennes

■
CONTENTS PAGE OR PAGES
circulation 80,000 and over

Gold

Restaurants & Institutions

August 15, 2006

Stacy Bryant

Silver

Oracle Magazine

November 2005

Jeff Spicer, Susan Olsen,
Richard Merchan, Margaret Lindquist

Bronze

Packaging Digest

September 2005

Lora Lee Gelles, Mary Ann Falkman

■
FEATURE ARTICLE
circulation less than 80,000

Gold

CIO Decisions

“Countdown to 2006”

December 2005

Linda Koury

Silver

CIO Decisions

“CIOs on Stage”

August 2005

Linda Koury

Bronze

Institutional Investor

“Europe’s Best CFO’s”

May 2005

Irene Ledwith, Stephanie Lora,
Barbara Ovrutsky, Allison Nowlin

■
FEATURE ARTICLE
circulation 80,000 and over

Gold

PC World

“The Best and Worst ISPs”

June 2005

Robert Kanes, Carolyn Perot,
Peter Hoey, Maria Hoey

Silver

CIO

“How to Save the Internet”

March 15, 2005

Matt Goebel, David Rosenbaum,
Scott Berinato

Bronze

Builder

“Future Tense”

December 2005

Edwin Malstrom, Boyce Thompson,
Denise Dersin

■
FRONT COVER:
**ANNUAL, BUYER’S GUIDE,
DIRECTORY, SUPPLEMENT**
circulation less than 80,000

Gold

RT Image

“2006 Radiology Directory”

November 2005

Laurie Redd-Miller

Silver

Storage

“The Complete Guide
To Modern Backup Practices”

September 20, 2005

Mary Beth Cadwell

Bronze

Converting

“Buyer’s Guide”

October 2005

Lora Lee Gelles, Mark Spaulding

■
FRONT COVER:
**ANNUAL, BUYER’S GUIDE,
DIRECTORY, SUPPLEMENT**
circulation 80,000 and over

Gold

VAR Business

“The 20th Annual Report Card”

October 17, 2005

Scott Gormley, Sek Leung,
Adeline Cannone

Silver

Builder

“2005 Buyer’s Guide”

Mid-April 2005

Chris Byrne, Edwin Malstrom,
Boyce Thompson, Denise Dersin

Bronze

Federal Computer Week

“Diaspora Dispatches”

November 14, 2005

Susan Cohen, Jeffrey Langkau,
Susan Morrison, Kimberly Conway

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

Gold
Medical Meetings
March/April 2005
Scott Raymond, Sharon Carlson,
Tamar Hosansky, Sue Pelletier,
Barbara L. Brewer

Silver
Successful Meetings
August 2005
Donathan Salkaln, Vince Alonzo,
Suzie Amer, Robert Carey

Bronze
Formulary
June 5, 2005
Tara Stultz, Christy Krames,
Michael Pangrace, Brian M. Smith

■
**FRONT COVER:
COMPUTER GENERATED**
circulation 80,000 and over

Gold
Fleet Owner
August 2005
Dan Zeis

Silver
Baseline
May 23, 2005
Heather Haggerty, Nicole White,
Victor Williams

Bronze
EDN
August 18, 2005
EDN Staff

■
**FRONT COVER:
ILLUSTRATION**
circulation less than 80,000

Gold
HealthLeaders
March 2005
Doug Ponte, Anthony Freda

Silver
Security Management
December 2005
Roy Patrick Comiskey,
James Jean, Sherry L. Harowitz

Bronze
Institutional Investor's Alpha
May/June 2005
Irene Ledwith

■
**FRONT COVER:
ILLUSTRATION**
circulation 80,000 and over

Gold
Baseline
April 2005
Nicole White, Barry Blitt

Silver
Network Computing
May 12, 2005
Network Computing Staff

Bronze
California Real Estate
July 2005
Anne Framroze, Nancy Duckworth,
Paula Hess

■
FRONT COVER: NEWS TABLOID
circulation less than 80,000

Gold
Urology Times
September 2005
Peter R. Seltzer, Richard R. Kerr,
Patricia M. Fernberg,
Colleen M. Padia

Silver
DVM Newsmagazine
November 2005
Bill Joyce

Bronze
Variety
October 31–November 8, 2005
Bruce Bosnan, Jim Kleinman,
Jeff Siedlik, Tom Sorensen,
Allan Parry

■
FRONT COVER: NEWS TABLOID
circulation 80,000 and over

Gold
Computerworld
February 28, 2005
Stephanie Faucher

Silver
Government Computer News
August 29, 2005
Chester Hawkins, Kevin McCaney

Bronze
Computerworld
March 14, 2005
Julie Quinn

■
FRONT COVER: PHOTO
circulation less than 80,000

Gold
1to1 Magazine
October 2005
Annette Webb, Lorri Cosentino

Silver
RT Image
June 27, 2005
Alyssa Yeager

Bronze
CSO Magazine
October 2005
Chandra Tallman, Lew McCreary

■
FRONT COVER: PHOTO
circulation 80,000 and over

Gold
Civil Engineering
July 2005
Jan Hilton

Silver
Baseline
August 2005
Victor Williams, Nicole White

Bronze
CFO
August 2005
Robert Lesser, Jenna Talbott,
Kathleen Dooher

■
INFORMATION GRAPHICS
circulation less than 80,000

Gold
CIO Insight
March 2005
Aileen Hengeveld, Viviana Bromberg,
David Flaherty, Joel Katz, Jean Tuttle

Silver
CSP
May 2005
CSP Staff, Keystroke Graphics

■
INFORMATION GRAPHICS

circulation 80,000 and over

Gold

CIO

September 15, 2005

CIO Staff

Silver

Computerworld

August 1, 2005

Computerworld Design Team

Bronze

PC World

November 2005

Robert Kaness, Barbara Adamson,
Headcase Design

■
NEW PUBLICATION DESIGN

circulation less than 80,000

Gold

CIO Decisions

April 2005

CIO Decisions Staff

Silver

Corporate EVENT

November 2005

Corporate Event Staff

Bronze

T&E

August 2005

Lori Cioffi, Loren G. Edelstein,
Mayumi Hudgins, Angie Mason,
Armand C. Rosales

■
**OPENING PAGE OR SPREAD:
COMPUTER GENERATED**

circulation less than 80,000

Gold

HealthLeaders

"The Employers' Last Stand"

December 2005

Doug Ponte, William Duke

Silver

Information Security

"Security Hang Ups"

October 2005

Maureen Joyce, Harry Campbell

Bronze

Multifamily Executive

"Thrill Seekers"

September 2005

Jennifer A. Johnston, Les Shaver,
Alison Rice, Kate Herman

■
**OPENING PAGE OR SPREAD:
COMPUTER GENERATED**

circulation 80,000 and over

Gold

Information Week

"The Threats Get Nastier"

August 29, 2005

Michael Gigante, Mary Ellen Forte

Silver

PC World

"Software Giant Killers"

December 2005

Robert Kaness, Carolyn Perot,
Richard Downs

Bronze

Builder

"Pay to Play"

February 2005

Edwin Malstrom, Boyce Thompson,
Denise Dersin

■
**OPENING PAGE OR SPREAD:
ILLUSTRATION**

circulation less than 80,000

Gold

Meetings & Conventions

"Weeding Them Out"

July 2005

Lori Cioffi, Mayumi Hudgins,
Angie Mason, Armand C. Rosales,
Loren G. Edelstein

Silver
Institutional Investor's Alpha
"Expansive Tastes"
March/April 2005
Irene Ledwith, Haiyen Chin

Bronze
Industrial Distribution
"All in the Family"
December 2005
Ray Kavula

■
**OPENING PAGE OR SPREAD:
ILLUSTRATION**
circulation 80,000 and over

Gold
CFO
"Picture This"
November 2005
Robert Lesser, Jenna Talbott,
Polly Becker

Silver
CFO
"Nonprofits By The Numbers"
July 2005
Robert Lesser, Jenna Talbott,
Curtis Parker

Bronze
Civil Engineering
"Grand Revival"
August 2005
Jan Hilton

■
**OPENING PAGE OR SPREAD:
PHOTO**
circulation less than 80,000

Gold
Digital Connect
"A New Direction"
September 2005
David Nicasastro, Jim Lawyer,
Jeff O'Heir, Adeline Cannone

Silver
RT Image
"Get in the Game"
July 11, 2005
Alyssa Yeager

Bronze
Pharmaceutical Manufacturing
"How Does Your Process Measure Up?"
January 2005
Stephen Herner, Agnes Shanley,
Paul Thomas

■
**OPENING PAGE OR SPREAD:
PHOTO**
circulation 80,000 and over

Gold
CSO
October 2005
"Death of a Phish"
Chandra Tallman, Sarah Scalet,
Derek Slater, Lew McCreary

Silver
Civil Engineering
"Synchronicity"
February 2005
Jan Hilton

Bronze
CFO
"Are You Ready For Retirement?"
August 2005
Robert Lesser, Jenna Talbott,
Kathleen Dooher

Bronze
Federal Computer Week
"Privacy"
June 27, 2005
Jeffrey Langkau, Susan Morrison,
Kimberly Conway

OVERALL TYPOGRAPHY

circulation less than 80,000

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CSO

July 2005, August 2005

Steve Traynor, Chandra Tallman

Silver

CIO Decisions

July 2005, August 2005

Linda Koury

Bronze

Chain Leader

August 2005, September 2005

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CIO

December 1, 2005,

December 15, 2005/January 1, 2006

Terri Haas, Owen Edwards,

Matt Goebel, Mary Lester

Silver

IEEE Spectrum

May 2005, June 2005

Mark Montgomery, Mike Vella

Bronze

Restaurants & Institutions

February 15, 2005, March 1, 2005

Stacy Bryant



PUBLICATION REDESIGN

circulation less than 80,000

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Storage

May 2005, June 2005

Mary Beth Cadwell, Ronn Campisi

Silver

Constructor

September/October 2005

Mark Shaw, Sue Pearsall,
Anna Egger-Schlesinger,
Shostak Studios, Mark Kelly,
Jay McGraw, Jan Tuchman

Bronze

Lawn Care Professional

Spring 2005

Karen Angus, Nicole Wisniewski



PUBLICATION REDESIGN

circulation 80,000 and over

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Intelligent Enterprise

December 4, 2004/January 2005

Intelligent Enterprise Staff

Silver

Physicians Practice

September 2005

Physicians Practice Staff

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EDN

June 9, 2005

EDN Staff

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**WEB, E-NEWSLETTER
AWARDS**
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E-NEWSLETTER

Gold

PC World

James A. Martin, Randy Ross

Silver

Modern Healthcare

“Health IT Strategist”

David Burda

Bronze

Print Matters

Preeti Vasishtha, Christine Sachs

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INTERACTIVE COMMUNITY

Gold

Firehouse

“Firehouse.com”

Chris Hebert, Jennifer McClelland,
Peter Matthews, Lon Slepicka,
Mike Natchipolsky

Silver

Oracle Magazine

“Oracle Technology Network”

Jeff Spicer, Justin Kestelyn,
Kyle Bingo

Bronze

PC World

“Today @ PC World and Techlog”
PC World Editorial Staff

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NEW WEB PUBLICATION

Gold

Studio Monthly

“Studiosdaily.com”

Alison Johns, Matt Armstrong,
Josh Sanchez, Charlie Sands,
Lloyd Solly, Laurie Corn

Silver

therapytimes.com

Therapy Times Staff

Bronze

Críticas

“Críticas Magazine Online”

John Vaccaro, Carmen Ospina,
Laura Ciporen, Rebecca Miller,
Francine Fialkoff, Maureen Swiertz

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ORIGINAL WEB COMMENTARY

Gold

**Landscape Management /
LM Week in Review**

“Dialogue and Democracy”

June 23, 2005

Lynne Brakeman

Silver

PC World

“Tech Gov.: File Sharing and the
Supreme Court: The Fallout”
Anush Yeghazarian, Yarden Arar,
Kim Saccio-Kent

Bronze

CFO

“A Refresher Course
In Workers’ Comp”
David M. Katz, Dave Cook

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ORIGINAL WEB DATABASE

Gold

PC World

“PC World Reviews and
Complete Product Listings”
PC World Staff

Silver

Ward’s Auto World

Ward’s Auto Staff

Bronze

**Scotsman Guide,
Residential Edition**

“Wholesale Mortgage
Lender Search”
Scotsman Guide Staff

■
ORIGINAL WEB FEATURE

Gold

PC World Communications

“The 50 Greatest Gadgets
Of the Past 50 Years”
Dan Tynan, Yardená Arar,
Anne B. McDonald, Chip Taylor,
Tracy Yee Vaught

Silver

BusinessWeek Online

“A Hole in Bush’s Iraq Exit Strategy”
Spencer E. Ante

Bronze

therapytimes.com

“The Young and the Helpless”
Amy Storer

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**ORIGINAL WEB
NEWS SECTION**

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CRN.com

CRN Staff

Silver

PC World Communications

“News & Trends”
PC World Staff

Bronze

Network World

“NetFlash Daily News”
Jeff Caruso & Network World Staff

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OVERALL WEB PUBLICATION

Gold

Computerworld

Computerworld Staff

Silver

ENR.com

Andrew G. Wright,
Richard A. Korman,
Judy Schriener, Brett Lyon,
Swati Scindia

Bronze

NetworkWorld.com

Adam Gaffin, Network World Staff

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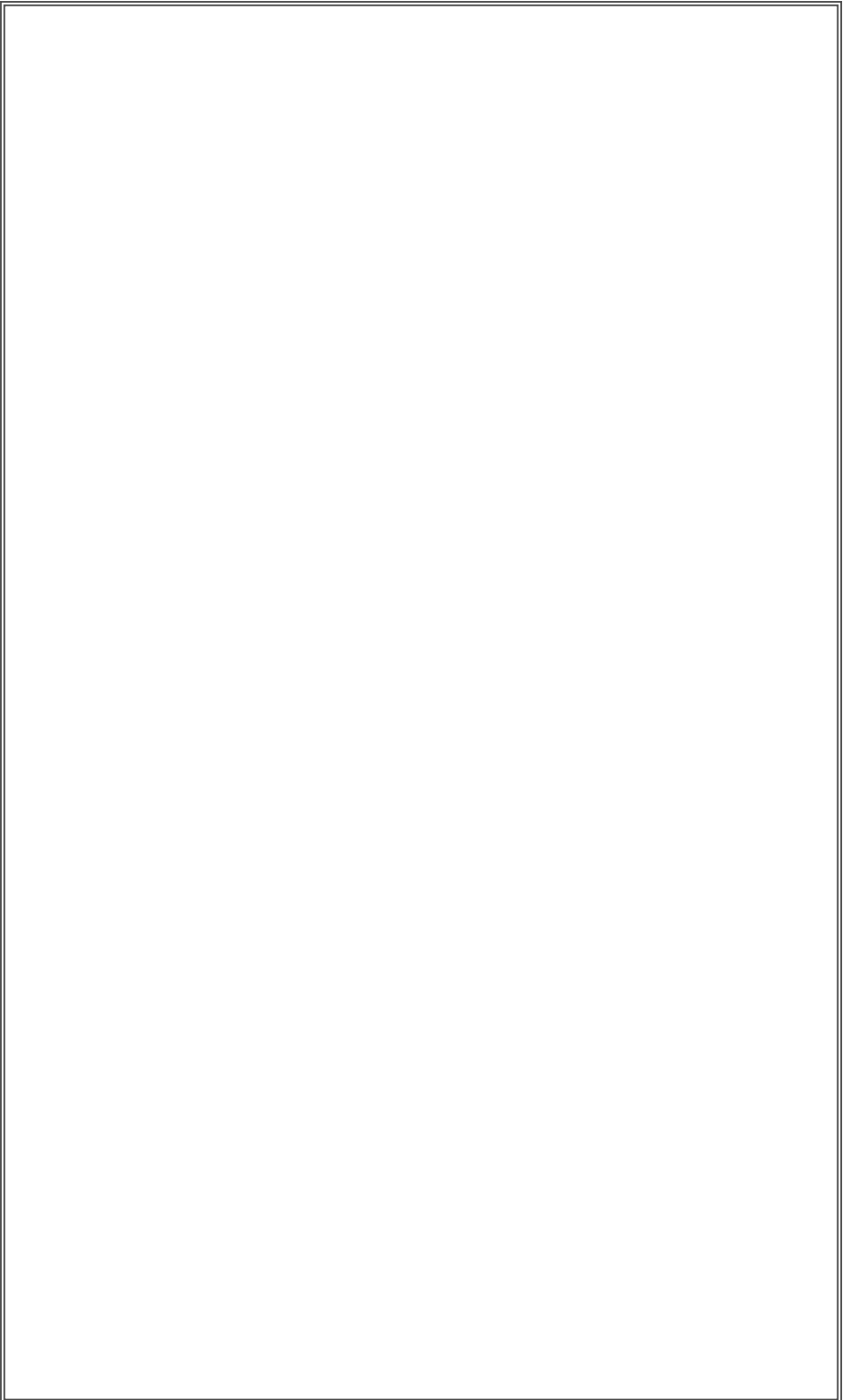
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