



EDITOR'S NOTES

The official publication of the American Society of Business Publication Editors

MAGAZINES OF THE YEAR

The Scientist, Fortune Small Business

Editor's Note: The Scientist and Fortune Small Business magazines received ASBPE's 2009 Magazine of the Year honors at the Azbee Awards of Excellence banquet July 16 in Washington, D.C. The case studies about the two magazines below are based on their editors' presentations at ASBPE's National Editorial Conference the morning after the awards banquet.

Judges for the Magazines of the Year examine three consecutive issues and evaluate 1) writing, reporting, and editing; 2) value and usefulness to readers; 3) editorial organization; 4) reader interaction; and 5) layout and design.

The Scientist story below was written by **Michelle Hucal**, senior editor Environmental Design + Construction. The Fortune Small Business story was written by **Marina Mayer**, managing editor Snack Food & Wholesale Bakery and Dairy Foods magazines. Both writers were recipients of an ASBPE 2009 Young Leaders Scholarship (see story on page 7).

You can find a complete list of Azbee Award winners at www.asbpe.org.

The Scientist: Engaging stories, technical detail

For the second year in a row, *The Scientist* has earned Magazine of the Year distinction in the under-80,000 circulation category, this time for eye-opening technical material that is not only conversational and engaging, but also for a publication that has excellent graphics in a well-designed format, according to the judges.



Circulation under 80,000

As the "magazine of the life sciences," *The Scientist* is a monthly publication with
See The Scientist, page 4

HONORABLE MENTIONS

(circulation under 80,000)

Chain Leader Oregon Business

Reader involvement, solutions critical to FSB

Last year, Time Inc.'s *Fortune Small Business* (FSB) earned top 10 honors in the Magazine of the Year competition.

This year, the magazine that provides small businesses with "solutions for the new economy" (its tagline) wins in its circulation division.



Circulation 80,000 or more

Articles are written for entrepreneurs by entrepreneurs, in an "increasingly complicated small business arena," judges said. The articles also focus on the entrepreneur
See Fortune Small Business, page 5

HONORABLE MENTIONS

(circulation 80,000 or more)

Professional Business Restaurants & Institutions

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Digitally challenged? We help
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- 6 **Report examines six core competencies for newsrooms**
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- 8 **Digital Azbee categories**

Warren Hersch, new president, vows more strategic, skill training

ASBPE's new officers enter their roles in a whirlwind of economic realities heretofore unknown for the Society.

And the Society's educational mission is more compelling than ever.

"Editors need to upgrade their skills to navigate the technological, economic, and competitive pressures that are changing the way content is produced and distributed," new president Warren Hersch said. Hersch is senior editor of advanced markets and sales, *National Underwriter Life & Health*.

"I intend to fulfill this mandate, as well as one other: maintaining the Azbee Awards as the standard of excellence for
See Election, page 8

Digital Azbees

Call for Entries

Submission deadline September 15

See page 8 for list of categories, criteria, fees

Digitally challenged? We help

BY WARREN S. HERSCH
National President

Senior Editor, *National Underwriter Life & Health*



Amid the seemingly endless news about job cuts, economic woes, and technological change that is upending the publishing field, we in the business and trade press might well question whether we have a future. The answer, I submit to you, is an unqualified yes. For these uncertain times also bring significant opportunities for editors.

That message was prominent at ASBPE's National Editorial Conference last month. Media consultant Bob Sacks, the keynote speaker, explored the changes in store for publishing — including the power and possibilities of e-ink — and what these changes will mean for editors. Peter Goldstone, David Silverberg, and Matt Steinmetz offered tips for collaborating with staff, keeping content fresh, and using technology to achieve efficiencies. Editors learned how to leverage social media to generate stories, find sources, and deepen reader relationships; they learned how to sell ideas to top management, keep print relevant, implement a Web-first publishing strategy, and use new visual techniques to inform print and Web readers.

Digital Azbee entry deadline September 8

A take-away of the national conference — that B2B editors must master new media to enhance their value to their publications, organizations, and readers — is the back-drop for ASBPE's Digital Symposium November 6 in San Francisco. **We'll have workshops on building social communities, writing for the Web, and organizing print and online editorial teams. We'll have a case study on the Web Site of the Year and break-out sessions.**

Not least, the event will include a Digital Azbee Awards of Excellence Luncheon. Due to the increasing importance of online media in B2B, ASBPE elected to separate digital entries from the Society's print submissions. This new digital competition, the most comprehensive in B2B publishing, features 16 new categories (see page 8). **Be sure to submit your entries by September 8 and register for the Symposium using our online system at www.asbpe.org.**

Tipping our hat

The digital contest, symposium, and other ASBPE initiatives of the past year, including a revamped Web site that is expected to debut this month, would not have been possible without the collective efforts of dedicated and talented volunteers on the national board for the 2007–2009 term. Immediate past president Steve Roll, outgoing national vice president Amy Fischbach, treasurer Jyme Mariani, and past president Roy Harris devoted countless hours to bringing these programs to fruition. The work of ASBPE's staff — executive director Janet Svazas, administrative director Holly Lundgren, associate director Robin Sherman, and Web editor Martha Spizziri — proved equally crucial.

Also meriting special acknowledgments for their contributions to ASBPE's new 501(c)(3) foundation, Web site re-launch, 2009 print conference and national blog, are, respectively, past president Rob Freedman, Chicago chapter vice president Erin Erickson, D.C. chapter president Katy Tomasulo, and Dallas/Fort Worth chapter president Tonie Auer.

The new national officers for 2009–2011 term — vice president Tina Grady Barbaccia, Jyme Mariani (who stays for a second term), and yours truly — pledge to build on the significant accomplishments of the past two years. Working in tandem with our local chapter officers, **we also dedicate ourselves to an objective that, amid all the current tumult in the B2B world, hasn't changed since our founding in 1964: maintaining ASBPE as the premier professional development association for business publication editors.**

EDITOR'S NOTES

Published quarterly in 2009

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‘They sore horses, don’t they?’

Frank Lessiter’s stories for American Farriers Journal touch a tender nerve in detailing equine abuses

BY ROY HARRIS
President, ASBPE Foundation
Past President, ASBPE

Few attendees at ASBPE’s National Editorial Conference had any idea what “soring” was. But minutes into hearing about the gripping stories written by Frank Lessiter — who accepted the 2009 Stephen Barr Award for feature writing at the July 16 Azbee Print Awards of Excellence banquet — a roomful of editors was angry about it.

Soring, as described in *American Farriers Journal*, is the illegal practice of “injuring a horse’s foot or legs in an attempt to use pain to promote hoof action that judges look for in gaited horse competitions,” he wrote.

It was such a visceral reaction to Lessiter’s four-part series from July to December of 2008 that also captured the 7,000 subscribers of *American Farriers Journal*, the Brookfield, Wis.-based publication that he owns and edits. Those readers are mostly farriers — the professionals who shoe horses — or are veterinarians or others with a particular interest in equine feet and hooves.

Still soring after all these years

As such, they had a special interest in learning about the unscrupulous soring methods, which many of them thought had disappeared after being outlawed in 1970 by the federal Horse Protection Act.

The methods haven’t disappeared, as Lessiter chillingly illustrated in articles that focused on the hard-to-detect use of the practice in highly popular Tennessee Walking Horse competitions.

Soring now is “less conspicuous than in the old days when farriers and trainers wore gloves to protect their hands when working with chemically sored feet,” Lessiter wrote, adding that chemical soring “also seems to be giving way to the more difficult-to-spot pressure shoeing in recent years.”

With pressure shoeing, techniques are

employed to inflict pain by subverting the very methods that farriers have been trained to use in humanely caring for horses.

“While violators can still be found at almost every major TWH show, the truth of the matter is that most people involved show unsored gaited horses,” his lead article said. “Even though violators are not representative of the industry, they create serious concerns for the gaited horse community.”

What led Lessiter — a veteran B2B editor with 45 years as a journalist, including 28 with the company he founded with his wife Pam — to take on soring?

“I spent about a year thinking about this topic before really getting started,” says Lessiter. “It was an issue that needed to be told from the viewpoint of farriers and equine veterinarians who are involved with the feet. We like to tackle some projects for the good of the farrier industry, even when some folks would rather forget about some issues, and keep them under the rug.”

He adds that “others in the industry who were trying to end soring told me to be ready to field some calls from unhappy folks, and maybe even get some death threats” from the unsavory characters behind a criminal practice that thrives on deception and secrecy.

Critics of soring have found themselves followed when they attend horse shows, and sometimes are barred from barns where soring is suspected to be going on.

Some readers not happy

“I didn’t get any death threats, and nobody told me to watch my back,” he says. But some of the calls from “unhappy trainers

and a few farriers” were unsettling.

Frank Lessiter is the sixth winner of the annual Stephen Barr prize, named in memory of one of ASBPE’s most honored journalists, who died of cancer in 2002 at the age of 43. Unlike other ASBPE awards, this one is administered by the not-for-profit ASBPE Foundation and brings the winner \$500 cash. Rather than honor all the editors and artists who participate in an entry’s development, the Barr Award recognizes individual writing from among the best entries in all

editorial feature categories, especially work reflecting inventiveness, insight, balance, depth of investigation, and impact on readers.

Judges noted that Lessiter’s passion clearly shone through in the articles, even as the work upheld the high standards of the award.

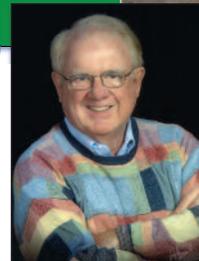
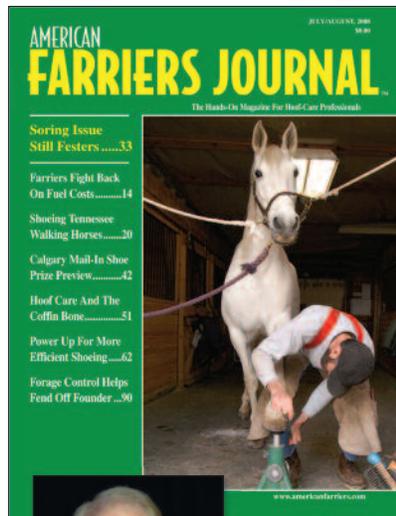
Feds seek funding

Enforcement of anti-soring laws is likely to increase under the glare of this publicity. Lessiter is leading the charge to ensure that the Walking Horse Trainers’ Association follows through on its recommendation — issued since his articles began running — to turn to a separate governing body to help the industry deal with

soring. Federal regulators also are now seeking more funding to study the issue.

“The soring project was an impressive piece of enterprise reporting,” said one judge. “It was deeply and fairly reported. I was struck in particular by the way in which it clearly explained the physiological aspects of the practice. I came away knowing an awful lot about the anatomy of horses [and] the world of horse shows — how soring began, and why it has persisted.”

Another judge commented on “the sheer scope and ambition of the series, [which] demonstrated a willingness to take some risks at a time when fewer reporters and editors seem willing to do so.”



Soring issue still festers: The main cover line of the first issue in which Frank Lessiter’s four-part series appeared.

The Scientist

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a print circulation of 60,000, covering the culture and business of science for professionals working in the scientific arena — researchers, professors, entrepreneurs, administrators, and policymakers.

This publication finds creative ways to engage its readers with consistent, quality editorial and design. In an exclusive case study at ASBPE’s National Editorial Conference last month, deputy editor Alison McCook said even if you know nothing about a particular science topic, you could understand it in *The Scientist*.

According to the award submission, *The Scientist* has informed and entertained life science professionals around the world for more than 20 years, with an edge that sets it apart from its trade competitors.

So how do they do it? McCook said:

- Clear, direct language.
- Compelling stories.
- Design.

Writing, reporting, and editing

The key is to tell engaging stories balanced with technical detail, McCook said. Articles are frequently based on hard-hitting investigative reporting along with a human-interest factor.

In the December issue, Fran Hawthorne painted a chilling picture of the state of morale among scientists at one of the nation’s top government agencies in the article “Morale Mire.”

Since it appeared, a number of news agencies picked up on the story, and in early January, nine agency scientists sent a letter to the Obama administration asking for sweeping reforms.

Features also tell the inspiring, pioneering, and sometimes heroic stories of scientific research. In “Twin Disorders” in the November issue, McCook spent time with parents who are trying to find a cure for their identical twin toddlers’ deadly genetic disorder.

Since it was published, the article has received attention from scientists and consumers, including a representative of a film studio seeking the rights to the story.

Another piece of investigative journalism, “Life After Fraud,” offered an in-depth look at the lives of people disgraced by professional misconduct.

The Scientist at a glance

Established: 1986

Tagline: Magazine of the Life Sciences

Headquarters: Philadelphia

Published by: The Scientist

Print circulation: 60,000

Typical size of book: Approx. 80 pages

Full-time editorial staff: 7

Full-time art staff: 4

Web site: www.The-Scientist.com

Other ASBPE awards: Bronze for Special Supplement “Life Sciences in Ireland”; also ASBPE 2008 Magazine of the Year; an ASBPE 2007 Magazine of the Year finalist.

What the judges said: “Eye opening for any reader. Technical material made accessible, conversational, engaging, thoughtful to audiences in and outside sciences. Great science writing by any standard. Perfect reading for executives who want to stay on the cutting edge of science as well as business. Cool graphics: a considered presentation.”



Richard Gallagher, editor and publisher.

Value, usefulness to readers

In addition to the valuable investigative articles, *The Scientist* readers appreciate other “service journalism,” stories that tell how someone lives their life or handles their job. For example:

- A careers section offers lists, tips, and advice.
- “Best Places to Work” offers ideas for improving the working environment.
- Personal stories of people doing things exceptionally well draws-in the reader.
- The new “Top 10 Innovations of the Year” shares worthwhile technologies.

Editorial organization

The small editorial staff is often not extravagant. They use a \$150 camera and the free software on their Macs, for example. Yet the team produces an impressive magazine and Web site, including daily updates online.

While *The Scientist* is a technical publication, it’s one that is often viewed for pleas-

Ironically, it helps that the art director doesn’t have a science background

Alison McCook, deputy editor

ure, McCook said. With a mix of enterprise reporting, opinion, and advice, the editorial team covers current national and international debates, prominent personalities, and news about funding and policy, technology developments, and research advances.

The Scientist is templated in a format that the general audience can understand, including regular departments, feature wells (written by professional scientists and journalists), and other popular or trend-based sections.

McCook said the publication staff has a variety of personalities that look at both sides of each story (technical and human interest) — and the issue must offer balance and serve both of these interests to make it really work.

Reader interaction, engagement

The editorial and design of the magazine involves the reader from cover-to-cover. It tracks users’ Web site clicks to develop stories and provide direction to the publication’s content.

Among the Web site tools the magazine uses:

- Online feedback opportunities.
- Community message boards.
- Surveys.
- Voting.

The Scientist is fortunate to have sophisticated and thoughtful reader responses, in part because the culture of the professional scientific community involves giving and getting feedback.

Layout and design

Accessibility and comprehension are the bywords for the presentation of information in *The Scientist*. Money and energy are invested in the design, McCook said.

The design attributes include:

- Bold typography.
- Rich color palette.
- Clear infographics.
- Commissioned photography.
- Stunning imagery.

The magazine noted on its entry that “the result is a look and feel that has drawn praise from scientists, business professionals, academics, advertisers, and colleagues.”

Ironically, it helps that the art director doesn’t have a science background, said McCook. The art team picks relevant graphics based on the materials they have to create such attractive designs.

Fortune Small Business

continued from page 1

as a person, not just as an owner.

What separates this magazine from the handful of business-related books is its energy and uncanny ability to stand out from the crowd, *FSB* editor Richard McGill Murphy told attendees during ASBPE's National Editorial Conference. It offers its readers a peer-to-peer experience, and delivers a fine balance between innovation, operations, and customer service, he said.

After a three-month-long redesign, *FSB* stripped away its clutter to present the structured and fun product readers can find today.

In addition to its print package, *FSB* also enjoys an online partnership with CNN and Time Warner called CNNMoney.com, which is the company's small business channel. Beyond the common sense advantages of being backed by a national media outlet, CNN turns some *FSB* articles into broadcasted video segments, reaching a different demographical audience via an alternative media stream.

FSB also has a distribution partnership with American Express in which copies of the magazine are mailed to the top \$1 million-spending cardholders of the American Express OPEN card, which is carried by small business owners. Each issue incorporates a letter from Susan Sobott, president of American Express OPEN.

With just three full-time editorial staff members, *Fortune Small Business* prints 10 times a year to 1 million readers, and gets nearly 5 million page views a month on its Web site.

Writing, reporting, organization

The publication has successfully conquered the print-versus-online demons that have terrorized many of today's periodicals. Instead of the print edition moving straight to the Web site, *FSB* created a world where both formats co-exist and complement each other.

For instance, the "On the Web" section in the magazine directs readers to its home page by featuring snapshots of online-only articles, photos, and videos. *FSB* magazine readers can read related articles and news items online.

Fortune Small Business sets the table with its front-of-the-book "Startup" section

Fortune Small Business at a glance

Established: 1990 as Your Company; name changed when Time Inc. bought it in 1999

Tagline: Solutions for the New Economy

Headquarters: New York

Print circulation: 1 million

Typical size of book:
Approx. 100 pages

Full-time editorial staff: 3

Full-time art staff: 2

Web site:
www.cnnmoney.com/smallbusiness

Other ASBPE awards: ASBPE 2008 Magazine of the Year Top 10

What the judges said: "A great publication. Well reported, richly packaged, audience sensitive, good narrative. Great use of the *Fortune* resources, focused on the growing and increasingly complicated small business arena. Analytical, but powerful narrative."



Richard McGill Murphy,
editor.

that gives readers an overall sense of what will be covered throughout that particular issue, McGill Murphy says.

The section may contain, for example, bits of breaking news on government policies, taxes, or healthcare, reviews and suggestions of do-it-yourself business management books, and how-to lists on various topics.

Another segment, "Red Tape," outlines horrible encounters between small businesses and state bureaucracies, and an "Argument" segment offers a dual side-by-side perspective on a hot-button issue.

The next section, "Tech Edge," offers a hybrid of technological innovation and reader- and user-friendly solutions. Businesses may offer owner tested, peer-to-peer reviews on products and solutions that helped or hurt them.

Then there's "Tool Kit," which focuses on more intimate business details, such as commonly asked questions and Q&As from a particular small business discussing how

FSB leans toward having readers, rather than experts, give advice to each other.

Richard McGill Murphy, editor

they got started.

Startup also contains the "*FSB* Make-over." The publication selects a small company that's encountering a particular challenge and provides free consultants who advise the business on revamping its business model. A writer and a photographer chronicle the entire process and readers can get in on the action online.

In the back, "Off Hours" covers the leisure pursuits for and by entrepreneurs for a more personal, first-person approach to living life outside of the business.

Interaction with readers

Both the magazine and the channel on CNNMoney.com are leveraged together to encourage reader participation.

In addition to the "Letters" page, *FSB* delivers two reader-generated feature stories:

1) "Owner Tested," which consists of tech reviews from entrepreneurs.

2) "Owner's Manual," which includes first-person stories about challenges mastered in the business life.

Moreover, almost every article has callouts for feedback or to get more information, which help drive readers to *FSB*'s home page. Readers are also engaged through "Ask & Answers" where they may offer business questions and answers with each other and with the *FSB* staff.

"We encourage readers to provide their own answers, and we also answer a select number of questions every month," McGill Murphy said. "The best questions from the site get reprinted in the magazine. The incentive to participate is a mixture of altruism and self-promotion."

Layout and design

Another factor that separates *Fortune Small Business* from its competition is its ability to provide narrative story lines mixed with a fun layout.

But they use cartoons sparingly because they tend to not be serious enough or can send a conflicting message.

Articles have multiple entry points. For example, a feature story may have a couple sidebars, pull quotes, or sub-articles within the main narrative.

Since *FSB* leans toward having readers, rather than experts, give advice to each other, the magazine seeks hands-on, first-person accounts that can be presented in a problem/solution format.

Report examines competencies newsrooms must develop to profit from changes in technology

BY ROBIN SHERMAN

Associate Director, Newsletter Editor

Research about digital technologies for the media in general, or even newspapers specifically, can inform the strategies necessary for B2B publishers and editors to succeed.

In a report, “Six Competencies of the Next Generation News Organization,” Northwestern University’s Media Management Center (MMC) identified six technology trends and six core capabilities (see sidebar below) that “could well prove the difference between winners and losers. . . .”

The findings are based on in-depth interviews last year with 24 technology leaders.

While most of us probably are keenly aware of these trends, B2B’s strategic thinking may be enhanced by placing the components into a cohesive strategic template.

General technology trends

First, the report identifies major technological trends that promise to impact the collection, production, and distribution of news and information:

1) **Information divergence, not device convergence:** Providing information across multiple devices, tailored to the strengths of

the device and to reader needs, even what they don’t know they need.

2) **The democratization of media tools:** New players, non-traditional publishers, can quickly convey content on a variety of platforms.

3) **Mobile:** New opportunities for micro-local, geography-specific, and personalized content.

4) **Richer, more usable information about audiences:** The semantic Web, sensor technologies, among others, will allow for more tailored and usable content.

5) **Advances in visual media:** Increasingly higher resolutions, speed, and storage will allow richer experiences cross-platform.

6) **Advances in getting and measuring attention:** Understanding reader loyalty, (quality engagement over time) is becoming the mantra rather than quantity and volume.

Next, the study examines the capabilities organizations should develop or acquire (see sidebar). These encompass specific skills, from smart product differentiation and advanced digital storytelling to the abil-

ity to technologically extract maximum value from archives, leverage content across platforms, and drive collaboration.

Tools to consider

The technological developments reviewed in the report range from the semantic Web with contextual search and personalized content aggregation, 3G and 4G connectivity, cloud computing, mash-ups, and mesh networks to the rise of location-based information and the increased ability to target content and advertising.

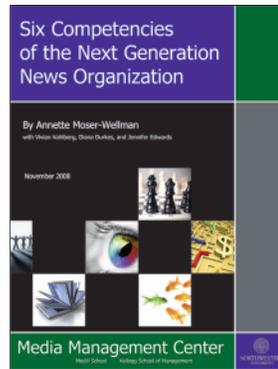
Brian Sletten of Zepheira, a data management company specializing in the semantic

Web, sees an improved editorial model.

“I’m expecting humans in the loop to still be involved in the tagging of sites. I think the future will be a mixed model of both automated and analyst-curated results.”

Content is king as long as it’s understandable, in context, and easily accessible.

For a copy of the full report, go to: www.MediaManagementCenter.org/research/sixcompetencies.pdf.



Six recommended publishing competencies

The list below describes the areas publishers need to quickly develop, according to the Media Management Center report. Consider incorporating some of the foundational elements of these into new job descriptions for publishers and editors.

Complete storyteller

Digital technologies give editors and writers a much broader set of tools to use in their storytelling. It’s not just text, photos, and videos — it’s the full range of multimedia tools to create richer historical and current contexts, reader interactivity, and a new visual journalism. For example, savvy tagging/metadata coupled with creative thinking are critical competitive differentiators for the digital editor/curator.

Platform strategist

To capture market opportunities by leveraging content across multiple platforms, news organizations must understand the attributes of each platform, know the audience and spot their unmet needs, and understand their own strengths to develop products.

Marketer

Think like the best marketers — carefully define your brand and develop deep audience engagement. The essential first step: Identify more clearly what differentiates yourself in the market and determine what unique value and role you provide. If you are truly an authority, learn to show it.

Community builder

News organizations need to become more expert community builders, using tech-

nology to help connect people around shared interests and effectively shape dialogue into increasingly wider contexts.

Data miner

Publishers that become expert data miners and managers can develop unmatched depth of insight about their audience that they can use to profitably deliver both personalized/customized content and targeted advertising. They can also unlock the value of their current and archival content.

Entrepreneur

In this environment, publishers must learn to think like entrepreneurs and identify assets they can leverage and new services they can provide, by pursuing partnerships, experimenting smartly and developing new models of advertising.

YOUNG LEADERS SCHOLARSHIP

Seven editors won tuition to ASBPBE conference

A record number of young editors applied for the 2009 Young Leaders Scholarship, and ASBPBE selected five American winners and co-sponsor Trade Association Business Publications International selected two international winners.

The scholarship enabled the editors to attend ASBPBE's National Editorial Conference this past July in Washington, D.C.

Winners are selected based on their résumés, clips, recommendation letters, and essays on how they became involved in the business press, their biggest challenges as B2B editors, and their career goals.

Scholarship winners must be 30 years old or younger, worked for at least two years as an editor at a business magazine or associated Web publication, be sponsored by their chief editor, and plan to continue in the business press as a career.

ASBPBE covers the hotel costs and the conference fees. Winners also receive a free one-year membership to ASBPBE.

Nathan Conz is senior editor of *Insurance & Technology*, a member of TechWeb's Financial Technology Group. He joined the publication in February 2007. Conz writes for *Insurance & Technology's* magazine, newsletter, and blog, while hosting editorial webinars and audio and video podcasts. Before joining the publication, Conz was a reporter for the *Hartford Advocate*, where he covered local politics, local college news, technology trends, and sports. He holds a bachelor's degree in magazine journalism from Syracuse University's S.I. Newhouse School of Public Communications.

Peter Davies is assistant publisher at Architecture Media (Port Melbourne, Australia). While studying journalism, he realized that hard news wasn't for him, so he detoured via human resources and book publishing to his current role. He previously edited *Architectural Product News*, *Houses*, and the *Architects Handbook*. Davies has qualifications in print journalism, arts

management, and publishing and editing, and is currently completing studies in communications law. He also enjoys writing about food, film, and fashion. Davies has a bachelor's degree in journalism from RMIT University, a postgraduate certificate in arts management from Deakin University, and a postgraduate diploma in publishing and editing from Monash University. He's currently working toward a graduate diploma in communications law from the University of Melbourne.

Michelle Hucal, a LEED Accredited Professional, is editor of *Environmental Design + Construction*, a magazine dedicated to green building. She is also senior editor of *Sustainable Facility* magazine and the special sections "Sustainable Home" and "The LEED Guide." Previously, she was an associate editor of *Home Décor Buyer* magazine and a former member of the U.S. Green Building Council's Board of Directors. Hucal was named one of *Crain's Detroit* "40 Under 40" and a "Woman to Watch," and one of *minonline's* rising stars. She has a bachelor's degree in journalism with a specialization in interior design from Michigan State University.

Marina Mayer is managing editor of *Snack Food and Wholesale Bakery (SF&WB)* and *Dairy Foods* magazines, responsible for writing, editing, coordinating print production, and managing Web content of both magazines and their Web sites. Prior to joining *SF&WB*, she spent five years as editor of quality control operations for Manufacturers' News, Inc., where she was named "Manager of the Year" in 2006. Mayer has worked as an editorial assistant for *Insider Magazine* and a contributing features writer for her college newspaper, the *Indiana Daily Student*. She has a bachelor's degree in journalism from Indiana University.

Matty Soccio is deputy editor of *Marketing* (Melbourne, Australia). He also writes and edits the publication's Web site and e-newsletter. In addition to his work on *Marketing*, Soccio writes a column in *Desk-*

Winners must have worked for two years on a business publication and be 30 years old or younger. From top to bottom: Nathan Conz, Peter Davies, Michelle Hucal, Marina Mayer, Matty Soccio, Nina Ying Sun, and Jessica Zemler.



top magazine and features for *Welcome to* and *CRYSTAL* magazines. His career began as a sub-editor and journalist for a number of recreational vehicle and travel magazine and freelanced for local and national publications. He also maintains a sports writing and journalism blog. Soccio received a certificate in editing and sub-editing at the Royal Melbourne Institute of Technology. He has an honor's degree in English literature at Latrobe University in Melbourne.

Nina Ying Sun is assistant managing editor of *Plastics News*. She began there as a reporter and Asia specialist. Previously, she was a reporter for Hong Kong's Chinese-language newspaper *Ta Kung Pao* where she interviewed high-profile figures including China's Vice Premier Qian Qichen and computer giant Lenovo Chairman Liu Chuanzhi. The Chinese native was also a front-page editor of the overseas edition of *People's Daily*, China's largest newspaper. She has dual master's degrees in journalism and international affairs from Ohio University, and earned a bachelor's degree in journalism, with a minor in economics, from Beijing's Renmin University of China.

Jessica Zemler is editor of e-media for Advanstar Communications' Veterinary Group, publisher of *dvm360.com*. Powered by the top publications in the veterinary market, *DVM Newsmagazine*, *Veterinary Medicine*, *Veterinary Economics*, and *Firstline*, *dvm360* delivers breaking news, medical information, and business advice for veterinarians and veterinary team members. Zemler joined Advanstar in 2004 as an associate editor of Custom Veterinary Media and became the managing editor in 2007. She has bachelor's degrees in journalism and psychology from the University of Kansas.



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Digital Azbee contest categories; entry deadline September 15

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|---|---|---|--|
| <ul style="list-style-type: none"> 1) Web Site of the Year 2) Multi-Platform – General Excellence 3) New Web Site 4) Web Site Redesign 5) Web Microsite/Special Section (non-trade show/conference) 6) Members/Subscribers-Only Premium Content 7) Trade Show/Conference Coverage 8) Web Database 9) Web News Section 10) Best Use of Social Media Reporting Techniques 11) Integrated Social Media Community 12) Original Web Commentary | <ul style="list-style-type: none"> 13) Web Feature Article 14) Web Step-by-Step/How-to Article 15) Digital Magazine – General Excellence 16) E-Newsletter – General Excellence 17) E-Newsletter – News 18) E-Newsletter – How-To/Tips/Service 19) E-Newsletter – Special Issue 20) Blog – General Excellence 21) Blog – How-To/Tips/Service 22) Blog – Analysis/Commentary 23) Podcast – Issue-Oriented 24) Podcast – Step-by-Step/How-To 25) Video – Issue-Oriented | <ul style="list-style-type: none"> 26) Video – Step-by-Step/How-To 27) Slide Show 28) Widget 29) Wiki | <ul style="list-style-type: none"> ■ Effective use of rich media and other technology. ■ Information architecture/organization, design, presentation. ■ Ease of use, navigation, “findability.” ■ Service/solution-based content, value, authoritativeness, usefulness to readers, linking for additional information. ■ The user experience, community, interactivity, user-generated content. ■ Journalism ethics, including clear distinctions between editorial and advertising. |
|---|---|---|--|

Entry fees

\$85 for members, \$105 for non-members.
Web Site of the Year and Multi-Platform: \$115 for members, \$135 for non-members.

General judging criteria

(Some categories have additional criteria):
■ Reporting, writing, editing, depth of information.

Enter online at www.asbpe.org.



Election

continued from page 1

outstanding editorial and design.”

Immediate past president Steve Roll expects ASBPE to maintain its focus on “teaching [editors] the skills they need to effectively leverage their specialized knowledge and communications expertise.”

Officers, 2009–2011: *Left to right, top to bottom,* president Warren Hersch, treasurer Jyme Mariani, vice president Tina Grady Barbaccia, immediate past president Steve Roll.

ASBPE Digital Symposium

Friday, November 6, 2009

- Building social communities
- Writing for the Web
- Organizing print and online editorial teams
- Web Site of the Year case study
- Break-out sessions

Conference fee, including Azbee Awards Luncheon:
\$295, members;
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Hyatt Regency San Francisco at the Airport rooms: \$149 (single/double); 650-347-1234.
Ask for ASBPE rate.

Got a gripe? Got a tip? Got an idea? Got something to say?

The ASBPE National Blog is open to all members for posting. Contact moderator Tonie Auer at tonieauer@gmail.com.