31st Annual National Honors and Azbee Print Awards of Excellence for 2009

Presented
July 16, 2009
The Washington Marriott
Washington, D.C.
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 business-to-business digital publications.

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

At ASBPE, editors are not an after-thought; 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 Azbee Awards of Excellence contest in editorial and design for magazines, newsletters, and digital publications. Awards are given in 74 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.

Among the Society’s top awards are the Magazine of the Year, Web Site of the Year, the Lifetime Achievement Award, the Stephen Barr Award (for the best overall individual feature writing), and the Journalism That Matters Award.

The association’s National Editorial Conference every summer provides networking and educational opportunities at a significant value over other related industry meetings. Conference speakers are cutting-edge experts and practitioners not often seen elsewhere. Members get a discount.

For members who cannot attend our national conference, we hold regular educational meetings at ASBPE local chapter meetups in Atlanta, Boston/ New England, Chicago, Cleveland, Dallas/Fort Worth, Houston, Kansas City, New York, Twin Cities, and Washington, D.C.

To broaden the appeal of the Society to members who are not located near a chapter, ASBPE hosts educational webinars, blogs, and online discussions. Social communities increase the Society’s outreach programs.

The Society publishes a membership newsletter filled with association news, how-to articles, and original research geared to help editors.

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 membership directory with sorting features;
2) exclusive research into editorial salaries, editorial ethics, workplace practices, job satisfaction, editorial boards, and ad/edit issues;
3) how-to, instructional articles; and
4) our Guide to Preferred Editorial Practices, which earned 2007 honors from Folio: as being among the 40 “industry influencers” for setting ethical standards to serve the digital side of the business.

The Web site also has a large number of links to other editorial-related sites.
Winning standards, despite challenges

BY AMY FLORENCE FISCHBACH
2009 Awards Competition Chair

Publications are still meeting their readers’ needs for useful, timely, and in-depth information.

The 2009 Print Azbees prove it.

Despite the challenges of working with streamlined staffs and fewer resources, award-winning editors have earned richly deserved props for buckling down, going above and beyond, and still looking out for their readers.

As the editorial standard-bearer and the only U.S. professional society for B2B editors, ASBPE offers a hearty “well done.”

Equally important, each Azbee Award, with its informed and tough criteria, is a valuable marketing tool for publications willing to understand and sell the significance.

While we only list our national award winners here, ASBPE is proud to also recognize our numerous regional award winners. They are part of our family as well. You see, there is a lot of good work out there.

Our judges know it. Read their comments on pages 6 and 7 about the Magazine of the Year winners, Fortune Small Business and The Scientist. As always, more than 80 “in-the-trenches” editors, artists, academicians, and consultants invested their time and energy into carefully reviewing each entry. See their names on the inside back cover.

Making a difference
This year, for the first time, ASBPE established a Journalism That Matters Award for editors whose efforts made a tangible change in their industry. On page 10, read how HSToday editor David Silverberg beat the National Football League.

Thank you
To all the publications that chose to support us (and yourselves) this year, we sincerely appreciate it. And so does your editorial and art staff.

We all value your hard work, dedication, and commitment to excellence in B2B journalism.

I also want to recognize ASBPE’s members for their continued support. Please, stay involved in your local chapters and with national, and donate to the ASBPE Foundation. Participation has rewards.

Finally, thanks to our staff: Janet Svazas, Holly Lundgren, Robin Sherman, and Martha Spizziri, and all the volunteer national and chapter board members.

The new Digital Azbees
For the first time in the history of the association, ASBPE is dividing the print and digital awards competition.

We’re introducing 15 new digital categories that represent the various activities in which editors are involved.

Of course, we’re still keeping all the other categories, including the top honors, Web Site of the Year and Multi-Platform General Excellence.

This will be the premier digital event. We urge you to enter your best Web sites, e-newsletters, podcasts, microsites, show coverage, and other examples of great digital work.

The submission deadline for the Digital Azbees is Sept. 1, 2009
**Steve Roll**, national president, is a senior editor for BNA Tax Management’s State Tax Library.

He previously was president of ASBPE’s Washington, D.C. Chapter.

Roll co-edited *Journalism That Matters*, a book of case studies about B2B journalists whose stories triggered changes within government or industry.

One of the publications Roll edits, *The Monthly State Tax Report* has twice won an Azbee award in the best newsletter category. He also has been named as a finalist in BNA’s Editorial Excellence Award competition several times.

Roll earned a law degree from the University of Baltimore School of Law and a bachelor’s in English from State University of New York at Albany.

**Amy Florence Fischbach**, national vice president, has worked for Prism Business Media (now Penton) for eight years, most recently as the managing editor of *Club Industry’s Fitness Business Pro*. While at the company, she also served as a staff writer for *CEE News* and *Electrical Construction and Maintenance*. Fischbach is now working as a freelance writer and editor for B2B magazines.

During her writing career, Fischbach has won several awards from ASBPE, including the Young Leaders Scholarship, which she won seven years ago. She also helped launch ASBPE’s Kansas City chapter and has served as the chapter’s vice president and president.

She has bachelor’s and master’s degrees in journalism from Kansas State University in Manhattan, Kan.

**Jyme Mariani**, national treasurer, has been with the B2B press for 14 years. She helped start the Society’s Dallas/Fort Worth chapter in 2000, where she is an active board member.

Mariani is a champion of the smaller publishing houses and believes that they are the backbone of the business press.

She is a classically trained copy editor. Currently, Mariani is writing freelance articles for the B2B publishing community.

Her specialty is editing scientific publications, primarily for the horticulture industry.

Mariani has a bachelor’s in communication, specializing in news writing, and a minor in English from the University of Texas.

**Roy Harris**, immediate past president, chairs ASBPE’s ethics committee and is vice president of the ASBPE Foundation. He recently retired after 13 years at The Economist Group’s CFO and CFO.com, after a 23-year Wall Street Journal career, including six as deputy chief of its L.A. bureau.

His passion for newspapers resulted in his book *Pulitzer’s Gold: Behind the Prize for Public-Service Journalism*, about a century of history-making reporting published in 2008 by the University of Missouri Press. He also writes for the Web site of The Poynter Institute, the journalism think-tank in St. Petersburg, Fla.

A former chair of the Azbee Awards, he helped establish the Stephen Barr Award.

Harris has bachelor’s and master’s degrees from Northwestern University’s Medill School of Journalism.
Janet S vazas, executive director, has worked for the Society’s management firm, Association Management Systems in Wheaton, Ill., for nine years, where she has executive management responsibilities for other associations as well.

S vazas began her association career 21 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.

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

Holly Lundgren, 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.

Robin Sherman, associate director, has served as program chairman of many of the Society’s national conferences, directs its research program, and sits on numerous Society committees.

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

For 11 years, Sherman directed the content and design of more than 60 titles and launches for a B2B publisher. He was also editor/associate publisher of Adhesives Age, and spent six years as a newspaper journalist, including at the daily Atlanta Constitution, working as a reporter, copy editor, and layout editor.

He has a master’s in journalism from the University of Georgia and a bachelor’s in sociology from The George Washington University.

Martha Spizziri, Web editor, is a freelance writer and editor. She is also vice president of ASBPE’s Boston/New England chapter, for which she started ASBPE’s first blog. She serves on the national blog committee and the Web content committee and writes for the national blog.

Spizziri began her publishing career in 1984 with Cahners (now Reed Business Information). She has been an associate editor, a production editor, a managing editor, and a Web editor. Web sites and publications she has worked on include About.com, Software Magazine, DC Velocity, Modern Materials Handling, Digital News & Review, and Logistics Management.

Spizziri has a bachelor’s degree in English and a certificate in Web design, both from Boston University.
When the National Football League refused to run a job recruitment ad for the U.S. Border Patrol, *HSToday* editor David Silverberg made a quarterback’s run right up the middle of the Super Bowl game program.

*HSToday* covers Homeland Security issues, and Silverberg noted the NFL’s stance that running an ad that mentioned terrorism, borders, and immigration would be “too controversial” for placement in the Super Bowl publication.

In his January 2008 editorial, Silverberg, whose magazine has long covered Super Bowl security arrangements, argued that game security depends heavily on the resources of local communities, not just on the NFL providing stadium security.

“It is outrageous that a private, for-profit event that depends on and benefits from taxpayer-funded government protection cannot find it within itself to contribute to the homeland security of this nation,” he wrote, adding that that year’s Super Bowl would take place in Arizona, a state where border security is on the frontline.

“The NFL makes staggering amounts of money from the Super Bowl. It drapes itself in patriotic colors and overhypes a mere football game as the ultimate all-American event,” he wrote. “Surely — surely! — it can make at least one small, painless contribution to the American homeland and to the men and women of the U.S. Border Patrol who guard the security of the country that makes the NFL’s riches possible.”

Soon the NFL did. After Silverberg mailed the editorial and comments from readers to the league, NFL spokesman Greg Aiello (who earlier refused to return calls) told Silverberg that the 2008 Super Bowl program would now contain the ad.

Inspired by the journalism in the ASBPE-published book *Journalism That Matters: How Business to Business Editors Change the Industries They Cover* (Marion Street Press, 2006), the award recognizes a B2B journalist whose coverage...
triggered a tangible change within government or industry.

“David’s hard-hitting editorial is another example of the powerful impact that B2B journalists can have on develop-

Excerpts from David Silverberg’s Editor’s Letter

Last year, officials from the Department of Homeland Security (DHS) approached the National Football League (NFL) to run an advertisement in the Super Bowl program recruiting Border Patrol agents. They were turned down.

“The ad that the department submitted was specific to Border Patrol and it mentioned terrorism. We were not comfortable with that,” Greg Aiello, a spokesman for the NFL, told The Washington Times last year. “The borders, the immigration debate is a very controversial issue, and we were sensitive to any perception we were injecting ourselves into that.” He added: “We proposed a more generic recruiting ad for the department that didn’t highlight the borders, which brings up the immigration issue and the immigration debate. That’s controversial.”

This occurred at a time when the United States was in the midst of a major border security buildup, and the National Guard was being used to fill holes in border security.

Homeland Security Secretary Michael Chertoff informed Congress that the ads had been refused “much to my chagrin.”

This year, the Super Bowl will take place in Phoenix, Ariz., a border state that at one point declared a state of emergency because of the influx of illegal immigrants. It is the laboratory for the Secure Border Initiative and, as has been ably chronicled by Sara Fujimura, our correspondent in the area, it literally consti-

ments that receive little or no coverage in the consumer press, yet have implications that extend far beyond industry insiders,” said Steven Roll, president of ASBPE.

Every year since its inception, HSToday has covered the security arrangements for the Super Bowl game, as Sara does in this edition.

We don’t do this just out of love of sport. We do it because Super Bowls present significant security challenges that reveal and illuminate the best homeland security practices in command, control and communications, interoperability, multijurisdictional cooperation and technological innovation.

While the NFL is responsible for stadium security, the costs of protecting the communities around it must be borne by the taxpayers of those jurisdictions. And those costs, in overtime, equipment wear and tear, and disruption, don’t just occur on game day. They start years before the event and culminate in over a week of parties, celebrations and an influx of hundreds of thousands of people.

It is outrageous that a private, for-profit event that depends on and benefits from taxpayer-funded government protection cannot find it within itself to contribute to the homeland security of this nation by running a simple advertisement to help secure its borders.

If it can’t bring itself to make any small contribution to America’s homeland security, it should be made to reimburse every government jurisdiction—federal, state, local and tribal—for the cost of providing security for this event.
ASBPE Magazine of the Year

circulation 80,000 or more

Fortune Small Business

ASBPE congratulates the entire editorial and art staff of Fortune Small Business.

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.

Editor
Richard McGill Murphy
The Scientist

What the judges said
What the judges said

Tackles a lot of big issues, balances pragmatism and analytics — big picture stuff and nuts and bolts.

Places the “professional” in the field with a combination of big issue reporting and analytics as well as practical business and construction advice.

What the judges said

A leader for many years, it continues to adapt without losing its colorful graphics and depth of expertise.

Serves its audience well, sensitive to its needs.

A good standard for interactivity.

Beautiful photos.

Congratulations to the rest of the Top 10 (in alphabetical order)
American Medical News, CFO, Computerworld, IEEE Spectrum, Lawn & Landscape, Macworld, PC World
Magazine of the Year
Honorable Mentions

circulation less than 80,000

Chain Leader

What the judges said
A good package; diverse content for a select audience. Meets its target audience well.
Practical, readable, and colorful with highlights and insights for its audience.

Oregon Business

What the judges said
A solid, consistent regional package. Compelling headlines, smart graphics.
Data comes to life with interesting charts. Online reader survey data is incorporated into each issue.
Everything a regional publication should be. Local coverage without boosterism and in the context of national economic concerns.
The writing was good — Good, interesting selection of stories.

Congratulations to the rest of the Top 10 (in alphabetical order)
Architect, Associations Now, Automotive News, Control, Exhibitor, Health Leaders, Information Security
Frank Lessiter
Editor, American Farriers Journal, for his four-part series, ‘Soring,’ from July/August to December 2008

To the five watchwords of the Stephen Barr Award judges, Lessiter’s “Soring” series adds “passion and courage” — in pursuit of a topic little known outside the world of equine shows. Soring is the illegal practice of “injuring a horse’s foot or leg in an attempt to use pain to promote hoof action that judges look for in gaited horse competitions.”

While the American Farriers Journal audience of 7,000 horse-shoers and veterinarians got from his “Soring” series a disturbing examination of the practice, horses got a protector in a world where unsavory operators often get away with their crimes. Those days may be numbered. In response to the series, the Walking Horse Trainers’ Association recommended that the National Horse Show Commission turn to a separate governing body to help the industry deal with soring, and federal regulators are seeking more funding to study the issue.

Behind this movement is the meticulously written and illustrated series by Frank, who founded Lessiter Publications with his wife Pam in 1981. Their company now has nine titles in the equine, agriculture, and athletic industries.

The Michigan State University graduate, a veteran of three other trade publishing houses over a 45-year career, describes his work as “delivering actionable ideas, insights, and information to help advance the lives of our audience.” Often recognized for reporting and photography, he has served as president of American Horse Publications, and remains active in the American Agricultural Editors’ Association.

One judge noted “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.” Another remarked on “the writing’s passion and power, which built among readers a sense of anger about this abuse of horses, and the ability of these criminals to get away with it.”

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 Stephen Barr’s parents.
EDITORIAL

ANNUAL BUYER’S GUIDE
Under 80,000 circulation

Gold
SC Magazine
“Reboot”
Dec. 2008
Illela Armstrong, Dan Kaplan, Angela Moscaritolo, Charles Miller, Peter Stephenson

Silver
Residential Architect
“Architects’ Choice”
Apr. 2008
Nigel F. Maynard, S. Claire Conroy, Marla Misiek Clark

Bronze
Business Jet Traveler
“Buyers’ Guide 2008”
2008
R. Randall Padfield, Jeff Burger, Mary E. Mahoney, John A. Manfredo, Elena Lipkin

CASE HISTORY
Under 80,000 circulation

Gold
Corporate Meetings & Incentives
“Surviving Six Sigma”
Feb. 2008
Barbara Scofidio, Alison Hall, Susan Hatch

Silver
Rejuvenate
“A Difficult, Bold Move”
Apr. 2008
Regina McGee, Laura Moss, Chris Collinson

Bronze
Exhibitor
“Rebel With a Cause”
Feb. 2008
Exhibitor Media Group

ANNUAL BUYER’S GUIDE
80,000 or more circulation

Gold
Overdrive
“Overdrive Spec Guide”
Dec. 2008
Lucinda Coulter, Max Heine, Kenneth Stubbs

Silver
Fleet Owner
“2009 Equipment Specs & Buyers Directory”
Oct. 2008
Deborah McGuffie-Schyhol, Brian Straight, Elsa Pecoroni

CASE HISTORY
80,000 or more circulation

Gold
BusinessWeek
“Can Big Money Prizes Save Innovation?”
Dec. 1, 2008
Steve LeVine

Silver
Network World
“The Google-ization of Bechtel”
Nov. 3, 2008
Carolyn Duffy Marsan, Bob Brown

Bronze
Fortune Small Business
“Bakery on the Rise”
Apr. 2008
Patricia B. Gray, Adriana Gardella
EDITORIAL/EDITOR’S LETTER
Under 80,000 circulation

Gold
Ward’s Dealer Business
Feb., Sept. 2008
Steve Finlay

Silver
HSToday
Jan., Mar. 2008
David Silverberg

Bronze
Architect
May, Oct. 2008
Ned Cramer

EDITORIAL/EDITOR’S LETTER
80,000 or more circulation

Gold
Physicians Practice
May, July/Aug. 2008
Bob Keaveney

Silver
Medical Economics
Nov. 7, Dec. 5, 2008
Erich Burnett

Bronze
Plant Services
Paul Studebaker

FEATURE ARTICLE
Under 80,000 circulation

Gold
ProSales
“The Future of Wood”
Sept. 2008
Craig Webb, Evamarie Socha, Brian Walker

Silver
Engineering News-Record
“Higher Learning”
Nov. 3, 10, 2008
Tudor Van Hampton, Guy Lawrence

Bronze
Engineering News-Record
“Dubai’s Cloudbuster”
May 12, 2008
Nadine M. Post

FEATURE ARTICLE
80,000 or more circulation

Gold
Civil Engineering
“Aerial Gateway”
Oct. 2008
Robert L. Reid

Silver
BusinessWeek
“The Grave Dancer Takes a Tumble”
Aug. 11, 2008
Emily Thornton, Michael Arndt, Ron Grover

Bronze
Heavy Duty Trucking
“Driver Health”
July 2008
Bette Garber

FEATURE SERIES
Under 80,000 circulation

Gold
American Farriers Journal
“Soring”
Frank Lessiter

Silver
Comstock’s
“Special Report: Immigration”
Sept., Oct., Nov. 2008
Douglas Curley, Stephanie Flores, Karen Booth, Rich Ehisen, Joanne Corman
**Bronze**

*Modern Healthcare*

“Wellness: Where Are We Headed?”

*Oct., Nov., Dec. 2008*

Rebecca Vesely

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**Feature Series**

*80,000 or more circulation*

**Gold**

*Realtor*

“Work Smart Series: Back to Basics”


Realtor Magazine Staff

**Silver**

*Remodeling*

“Rebranding the Industry”

*Jan., Feb., Mar. 2008*

Leah Thayer, Sal Alfano, Ingrid Bush, Judy Neighbor

**Bronze**

*Commercial Carrier Journal*

“Safety Through Technology”

*Sept., Oct. 2008*

Aaron Huff, Avery Vise, Dean Smallwood, Matt Watson

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**Government Coverage**

*80,000 or more circulation*

**Gold**

*Computerworld*

May 19, 26, June 2, 2008

Todd R. Weiss, Mark Hall, Robert L. Mitchell

**Silver**

*Realtor*


Robert Freedman

**Bronze**

*Civil Engineering*


Jay Landers

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**How-To Article**

*Under 80,000 circulation*

**Gold**

*Multifamily Executive*

“Black Sheep”

*Mar. 2008*

Shabnam Mogharabi, Chris Wood, Tanya Coachman

**Silver**

*Exhibitor*

“10 Tips for Tabletops”

*Jan. 2008*

Exhibitor Media Group

**Bronze**

*Speech Technology*

“Don’t Spend It All at Once”

*Mar. 2008*

Leonard Klie
| HOW-TO ARTICLE  
80,000 or more circulation |
|---|---|
| **Gold**  
Heavy Duty Trucking  
“How-To Drive For Fuel Economy”  
*June 2008*  
Jim Park |
| **Silver**  
Macworld  
“Empty Your Inbox”  
*July 2008*  
Kelly Turner, Joe Kissell |
| **Bronze**  
PC World  
“Hack Your Hardware”  
*Oct. 2008*  
Robert Strohmeyer, Alan Stafford, Beth Kamoroff, Tracy Yee-Vaught, Kimberly Brinson |

| FUN/HUMOROUS/HUMAN-INTEREST DEPARTMENT  
80,000 or more circulation |
|---|---|
| **Gold**  
The Progressive Farmer  
“Harrington’s World”  
*Aug., Dec. 2008*  
Gregg Hillyer, Donovan Harris, John Harrington, Bill Cigliano |
| **Silver**  
Overdrive  
“Channel 19”  
*Mar., Dec. 2008*  
Todd Dills, Andy Duncan |
| **Bronze**  
Computerworld  
“Shark Tank”  
*May 19, Nov. 10, 2008*  
Frank Hayes |

| FUN/HUMOROUS/HUMAN-INTEREST DEPARTMENT  
Under 80,000 circulation |
|---|---|
| **Gold**  
DVM Newsmagazine  
“Where Did I Go Wrong?”  
*Jan., Apr. 2008*  
Dr. Michael A. Obenski, Bill Joyce, Ryan Ostrander |
| **Silver**  
Exhibitor  
“Plan B”  
*Feb., Apr. 2008*  
Exhibitor Media Group |
| **Bronze**  
One+  
“Across the Bow”  
*Aug., Sept. 2008*  
David Basler, Blair Potter, Tony Carey |

| INDIVIDUAL/Organization Profile  
Under 80,000 circulation |
|---|---|
| **Gold**  
The American Lawyer  
“After the Fall”  
*Sept. 2008*  
Nate Raymond |
| **Silver**  
Modern Healthcare  
“Feeling Right at Home”  
*Oct. 2008*  
Andris Robeznieks |
| **Bronze**  
Architect  
“The House of Morrison”  
*May 2008*  
Amanda Kolson Hurley |
<table>
<thead>
<tr>
<th>Category</th>
<th>Award</th>
<th>Title</th>
<th>Date</th>
<th>Organization</th>
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<tr>
<td></td>
<td>Silver</td>
<td>Institutional Investor “Being Kieran Prior”</td>
<td>May 2008</td>
<td>Loch Adamson</td>
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<td>Bronze</td>
<td>Fortune Small Business “Jihad or Jobs”</td>
<td>Apr. 2008</td>
<td>Richard McGill Murphy</td>
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<td></td>
<td>Gold</td>
<td>Aftermarket Business</td>
<td>Jan. 2008</td>
<td>Aftermarket Business Staff</td>
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<td></td>
<td>Silver</td>
<td>MGMA Connexion</td>
<td>Aug. 2008</td>
<td>Christina Pope, Lisa Schneck, Brenda Hull</td>
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<td>Bronze</td>
<td>Corporate Event</td>
<td>Spring 2008</td>
<td>Exhibitor Media Group</td>
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<td>Most Improved</td>
<td>Gold</td>
<td>Professional Builder</td>
<td>Jan. 2008</td>
<td>Professional Builder Staff</td>
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<td></td>
<td>Silver</td>
<td>EcoHome</td>
<td>Spring 2008</td>
<td>EcoHome Staff</td>
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<td></td>
<td>Bronze</td>
<td>Markets Media</td>
<td>Mar./Apr. 2008</td>
<td>Natasha Gural, Riley McDermid</td>
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<tr>
<td></td>
<td>Gold</td>
<td>Best’s Review “Recipe for Disaster”</td>
<td>July 2008</td>
<td>Best’s Review Staff</td>
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<td></td>
<td>Silver</td>
<td>Counselor “What Went Wrong At CorpLogoWare”</td>
<td>Apr. 2008</td>
<td>Andrew Cohen, Melinda Ligos</td>
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<td>Bronze</td>
<td>CSP</td>
<td>Feb. 2008</td>
<td>Angel Abcede, Joe Bush</td>
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<td>New Publication</td>
<td>Gold</td>
<td>Medical Economics</td>
<td>Aug 1, 15, 2008</td>
<td>Medical Economics Staff</td>
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<td></td>
<td>Bronze</td>
<td>Fortune Small Business</td>
<td>Dec. 2008</td>
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<td>March 2008</td>
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<td>Feb. 2008</td>
<td>Angel Abcede, Joe Bush</td>
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**News Analysis/Investigative**

**Gold**
Computerworld
“The McColo Takedown: Online Neighborhood Watch or Internet Frontier Justice?”
Dec. 1, 2008
Jaikumar Vijayan, Gregg Keizer, Craig Stedman

**Silver**
Computerworld
“Minding Online Store a Case of ‘Not My Job’”
Aug. 18, 2008
Linda Rosencrancce, Craig Stedman

**Bronze**
CFO
“The Declining Dollar”
Feb. 2008
Kate O’Sullivan, Julia Homer

**News Section**

**Under 80,000 circulation**

**Gold**
Automotive News
Nov. 17, 2008
Editorial Staff, David Sedgwick, Peter Brown

**Silver**
Hospitals & Health Networks
Nov. 2008
Matthew Weinstock

**Bronze**
Transport Topics
May 5, 2008
Transport Topics Staff

**80,000 or more circulation**

**Gold**
Computerworld
Feb. 18, 2008
Computerworld Staff

**Silver**
Computerworld
Aug. 18, 2008
Computerworld Staff

**Bronze**
CFO
Nov. 2008
Alix Stuart, Josh Hyatt, Kate O’Sullivan, Kate Plourd

**Newsletter: Feature Article**

**Gold**
Iowa Bankers Association "Exchange"
“‘Unprecedented Times’ for Agriculture in Iowa”
May 23, 2008
Allison Schmidt

**Newsletter: General Excellence**

**Gold**
Staffing Industry Report
Jon Osborne, Craig Johnson, Sona Sharma, Noël Calvi, Han Wong

**Silver**
BestWeek
Nov. 3, 10, 17, 2008
BestWeek Staff

**Bronze**
The Institutional Real Estate Letter
Sept., Oct., Nov. 2008
Rachel Speirs, Susan Sharpe, Larry Gray, Geoffrey Dohrmann
**Newsletter: News Analysis, Investigative, Research**

**Gold**
The Multistate Tax Report
“Where the Rubber Meets the Road: Streamlined System’s Compliance Review Process Under Fire From Business Groups”
Dec. 26, 2008
Dolores W. Gregory, Karen Irby

**Silver**
Multistate Tax Report
“2008 Survey of State Tax Departments”
Apr. 2008
Multistate Tax Report Staff

**Bronze**
Staffing Industry Report
“Buyers Give Staffing Firms Higher Marks”
Nov. 2008
Jon Osborne, Noël Calvi

**Newsletter: Technical/How-To Article**

**Gold**
Legal Report
“RIFS: Using Statistical Analysis To Avoid Disparate Impact Based on Age”
Apr. 2008
Mary Birk, Allen Smith

**On-Site Trade Show Cov.**
Under 80,000 circulation

**Gold**
Presstime Daily
Apr. 13–15
Presstime Daily Staff

**Silver**
Healthcare IT News
“HIMSS Daily Insider, published in partnership with Healthcare IT News”
Feb. 2008
Jack Beaudoin, Bernie Monegain, Eric Wicklund, Diana Manos

**Bronze**
Graph Expo Show Daily
Oct. 2008
Bill Esler, Joann Whitcher, Lisa Cross, Anne LoCascio, Jenni Spinner

**On-Site Trade Show Cov.**
80,000 or more circulation

**Gold**
SHRM Conference Daily
June 2008
Editorial Staff

**Silver**
Packaging Digest Show Daily
Nov 9–12, 2008
Packaging Digest Staff

**Original Research**
Under 80,000 circulation

**Gold**
Exhibitor
“The 22nd Annual Salary Survey”
July 2008
Exhibitor Media Group

**Silver**
Hospitals & Health Networks
“Most Wired”
July 2008
Alden Solovy, Sarah Brown, Suzanna Hoppszallern

**Bronze**
Roast
“Roast’s First Annual Roasting Industry Survey”
Nov./Dec. 2008
Roast Staff
**ORIGINAL RESEARCH**
80,000 or more circulation

**Gold**
PC World
“Cheap Ink: Will It Cost You?”
Aug. 2008
Mark Sullivan, Edward N. Albro, Tony Leung, Beth Kamoroff, Jeff Bertolucci

**Silver**
Physicians Practice
“Survival Kit”
Jan. 2008
Shirley Grace

**Bronze**
Medical Economics
“How Do You Compare”
Aug 1, 2008
Medical Economics Staff

**OVERALL HEADLINE WRITING**
Under 80,000 circulation

**Gold**
Corporate Event
Spring, Summer 2008
Exhibitor Media Group

**Silver**
Workforce Management
Apr. 7, 21, 2008
Toby Hill

**Bronze**
Modern Healthcare
June 30, July 7, 2008
Julie Johnson, Stacie Williams, David May, James Tehrani, Hillary Shaffer

**OVERALL HEADLINE WRITING**
80,000 or more circulation

**Gold**
American Medical News
June 2, 9, 2008
American Medical News Copy Desk

**Silver**
Medical Economics
Dec. 5, 19, 2008
Erich Burnett

**Bronze**
Medical Economics
Aug. 15, Sept. 5, 2008
Erich Burnett

**PRODUCT SECTION/DEPT.**
Under 80,000 circulation

**Gold**
SC Magazine
“Product Section”
Illena Armstrong, Peter Stephenson, Mike Stephenson, John Aitken, Judy Traub

**Silver**
Business Jet Traveler
“Used Jet Review”
Feb./Mar., Apr./May, June/July 2008
Mark Huber, R. Randall Padfield, Jeff Burger, Elena Lipkin, John Manfredo

**Bronze**
EcoHome
“Product Reviews”
Spring, Summer, Fall 2008
EcoHome staff

**PRODUCT SECTION/DEPT.**
80,000 or more circulation

**Gold**
PC World
“Reviews & Rankings Section”
Melissa J. Perenson, Tim Moynihan, Jeff Berlin, Steven Gray, Tracy Yee-Vaught

**Silver**
Builder
“Products”
Sept., Oct., Nov. 2008
Nigel F. Maynard, Denise Dersin, Boyce Thompson, Deborah Leopold
Bronze
Electrical Construction & Maintenance
“Product of the Month”
Feb., May, Aug. 2008
Mike Eby, Stefanie Kure, Ellen Parson,
David Eckhart

Regular Column, Contributed
Under 80,000 circulation

Gold
Big Builder
“Big Money”
Mar. 8, Sept. 8, 2008
John P. McManus, Chester Hawkins,
Sarah Yaussi, Lisa Brown

Regular Column, Contributed
Under 80,000 circulation

Bronze
Veterinary Economics
“Talking Points”
July, Sept. 2008
Kristi Reimer, Amanda Wolfe Bertholf,
Brendan Howard, Steve Bennaka,
Alison Fulton

Regular Column, Contributed
80,000 or more circulation

Gold
Remodeling
“Commentary: Mark Richardson”
July, Dec. 2008
Mark Richardson, Sal Alfano,
Ingrid Bush, Pete Morelewicz

Silver
Remodeling
“Commentary: Linda Case”
Nov., Dec. 2008
Linda Case, Leah Thayer, Sal Alfano,
Ingrid Bush, Pete Morelewicz

Regular Column, Contributed
Under 80,000 circulation

Gold
Better Roads
“The Last Word”
Sept., Oct. 2008
Kirk Landers, Tina Grady Barbaccia

Silver
Aftermarket Business
“The Bottom Line”
Feb., Oct. 2008
Larry Silvey

Bronze
Ward’s Dealer Business
“The Hummer Summer of 2002/
Dizzy From Cliff-Diving Charts”
Aug., Nov. 2008
Steve Finlay

Regular Column, Contributed
80,000 or more circulation

Gold
BusinessWeek
“Media Centric”
Apr. 28, Oct. 27, 2008
Jon Fine
<table>
<thead>
<tr>
<th>Silver</th>
<th>BusinessWeek</th>
</tr>
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<td>“Fair Value”</td>
<td>Apr. 21, Sept. 15, 2008</td>
</tr>
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<td>Roben Farzad</td>
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<tr>
<td>“The Bigger Picture”</td>
<td>Feb., June 2008</td>
</tr>
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<td>Pamela Moore</td>
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<td>Fred Bernstein, Amanda Kolson Hurley</td>
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<th>Developer</th>
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<td>Shabnam Mogharabi, Tanya Coachman, Rachel Z. Azoff, Barbara Ballinger</td>
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<td>“Building Science”</td>
<td>Spring, Summer, Fall 2008</td>
</tr>
<tr>
<td>Mark LaLiberte, Rick Schwolsky, Allison Levy, Katy Tomasulo</td>
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<th>Today’s Garden Center</th>
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<tr>
<td>“2008 Revolutionary 100 Roundtable Special Report”</td>
<td>July 2008</td>
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<td>Richard Jones, Ann-Marie Conroy</td>
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<tr>
<td>“Lessons From the Flood”</td>
<td>Nov. 2008</td>
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<td>Linda K. Monroe, Jana J. Madsen, Leah B. Garris, Jenna M. Aker</td>
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<th>The American Lawyer</th>
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<td>“Builder 100”</td>
<td>May 2008</td>
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<td>Ethan Butterfield, Alison Rice, Chris Wood, Denise Dersin, Evan Potler</td>
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<td>“100 Best Places to Live and Launch”</td>
<td>Apr. 2008</td>
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<td>Joanne Chen, Richard McGill Murphy</td>
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DESIGN

Contents Page(s)
Under 80,000 circulation

Gold
Golf Course Industry
Nov. 2008
Andrea Vagas

Silver
The Journal
Aug. 2008
The Journal Team

Bronze
Power
July 2008
Leslie Claire, Gail Reitenbach

Contents Page(s)
80,000 or more circulation

Gold
Restaurants & Institutions
July 15, 2008
Glen Luensman

Silver
Lawn & Landscape
Oct. 2008
Andrea Vagas

Bronze
Physicians Practice
June 2008
Bill Ellis

Feature Article
Under 80,000 circulation

Gold
One+
“The Visualizer”
Nov. 2008
Jeff Daigle, David Basler, Blair Potter

Silver
Tools of the Trade
“Lost and Found”
Mar./Apr. 2008
Rhonda Hughes

Bronze
Alpha Magazine
“Hedge Fund Hall of Fame”
June 2008
Nathan Sinclair, Diana Panfil, Anthony Scerri, Frannie Ruch

Feature Article
80,000 or more circulation

Gold
Diabetes Forecast
“Local Color”
June 2008
Kevin Hambe, Taran Z, American Diabetes Association

Silver
Realtor
“Celebrating 100 Years of the American Dream”
May 2008
Julie Fournier

Bronze
The Progressive Farmer
“Best Places To Live in Rural America”
Feb. 2008
Jamie Cole, Gregg Hillyer, Jim Patrico, Dan Miller, Claire Vath

Front Cover:
Annual, Buyer’s Guide, Directory, Supplement
Under 80,000 circulation

Gold
Replacement Contractor
Mar./Apr. 2008
Maria Bishirjian, Chris Gash
Silver
Exhibitor
Dec. 2008
Exhibitor Media Group

Bronze
iTECH, supplement to Transport Topics
Aug./Sept. 2008
Shawn Torres, George Dively, Louisa Wimberley, Debra Devine, Patrick Donlon

Front Cover:
Annual, Buyer’s Guide, Directory, Supplement
80,000 or more circulation

Gold
Remodeling
Aug. 2008
Kay Engman, Mary E. Endres, Rhonda Hughes, Dan Hatala

Silver
Builder
Sept. 2008
Melissa Goldweitz, Erin Mayes, Denise Dersin, Boyce Thompson

Bronze
Drug Topics
Aug. 2008
Stanley Bujak, Peter Seltzer, Tara Stultz

Front Cover:
Computer Generated
Under 80,000 circulation

Gold
Speech Technology
Oct. 2008
Laura Hegyi

Silver
Presstime
Sept. 2008
Thea Mills, Dave Cutler

Bronze
HealthLeaders
Sept. 2008
Doug Ponte

Front Cover:
COMPUTER GENERATED
80,000 or more circulation

Gold
CFO
Jan. 2008
Robert Lesser, Heather Riva Godin

Silver
Medical Economics
Sept. 19, 2008
Erich Burnett, Robert McGarr

Bronze
Computerworld
May 19, 2008
Stephanie Faucher, Nate Williams

Front Cover: Illustration
Under 80,000 circulation

Gold
Control Design
June 2008
The Control Design Team

Silver
Contemporary OB/GYN
Apr. 2008
Irene Brady, Paul Cerrato, Elizabeth Nissen, Rosemary Kline

Bronze
Security Management
Nov. 2008
Roy Patrick Comiskey, Sherry L. Harowitz, Benjamin Wachenje
Front Cover: Illustration
80,000 or more circulation

Gold
CFO
Sept. 2008
Robert Lesser, Heather Riva Godin

Silver
Institutional Investor
Mar. 2008
Nathan Sinclair, Diana Panfil

Bronze
CRN
Feb. 11, 2008
Mick Coulas

Front Cover: News Tabloid
Under 80,000 circulation

Gold
Ophthalmology Times
Nov. 15, 2008
Becky Kruk

Silver
Urology Times
May 15, 2008
Peter R. Seltzer, Kristy L. Krasula, Richard R. Kerr, Patricia M. Fernberg

Bronze
Automotive News
June 2, 2008
Susan Zavela Bamford

Front Cover: Photo
Under 80,000 circulation

Gold
RT Image
Nov. 24, 2008
Meridith Osifchin

Silver
RT Image
Mar. 31, 2008
Laurie Redd-Miller

Bronze
Veterinary Forum
Oct. 2008
Jennifer Barlow

Front Cover: Photo
80,000 or more circulation

Gold
Packaging Digest
July 2008
Lora Lee Gelles, John Kalkowski

Silver
Packaging Digest
Dec. 2008
Lora Lee Gelles, John Kalkowski

Bronze
Diabetes Forecast
June 2008
Kevin Hambel
American Diabetes Association

Information Graphics
Under 80,000 circulation

Gold
Best’s Review
July 2008
Best’s Review Design Staff

Silver
Architect
Dec. 2008
Aubrey Altmann, Ned Cramer

Bronze
CSP
Apr. 2008
Keystroke Graphics, Jennifer Bulat, Samantha Oller
Information Graphics
80,000 or more circulation

Gold
Builder
July 2008
Evan Potler, Melissa Goldweitz, Denise Dersin, Boyce Thompson

Silver
Varbusiness
May 2008
David Nicastro, Jim Lawyer, Adeline Cannone, Laura Alvino, Ryan Etter

Bronze
Strategy+Business
Winter 2008
Strategy+Business Staff

New Publication Design
Under 80,000 circulation

Gold
EcoHome
Spring 2008
Allison Levy, Judy Neighbor

Silver
Bar Business
Sept./Oct. 2008
Wendy Williams, Todd Blanchard

Newsletter Design

Gold
BestWeek
Nov. 17, 24, 2008
BestWeek Design Staff

Opening Page/Spread:
Computer Generated
Under 80,000 circulation

Gold
Engineering Inc.
“Managing Risk”
Sept./Oct. 2008
Jeff Kibler, Melissa Hamid, Derek Lea, American Council of Engineering Companies

Silver
PCT
“Deer Flies”
June 2008
Mark Rook, Jim Blayney

Bronze
Food Processing
“To Build or Not To Build — Annual Capital Spending Report”
Apr. 2008
Food Processing Team

Opening Page/Spread:
Computer Generated
80,000 or more circulation

Gold
Computerworld
“How To Manage Brilliant People”
May 19, 2008
Stephanie Faucher, Nate Williams

Silver
Computerworld
“What Brain Drain?”
Apr. 21, 2008
April Montgomery, Stephen Webster

Bronze
Fleet Owner
“Biodiesel: The Whole Story”
Aug. 2008
Dan Zeis
**Opening Page/Spread: Illustration**

*Under 80,000 circulation*

**Gold**

1to1 Magazine
“Stop Whining and Start Being Relevant”
*Mar./Apr. 2008*
Annette Webb, Lorri Cosentino

**Silver**

HemAware
“When Unhinged”
*July/Aug. 2008*
Nancy Roy, National Hemophilia Foundation

**Bronze**

Modern Healthcare
“When Who’s Peeking”
*Oct. 13, 2008*
Eric Semelroth

**Opening Page/Spread: Photo**

*Under 80,000 circulation*

**Gold**

RT Image
“Suite Home Alabama”
*Apr. 21, 2008*
Meridith Osifchin

**Silver**

Multifamily Executive
“Mission From God”
*Sept. 2008*
Scott Crawford, Shabnam Mogharabi, Tanya Coachman

**Bronze**

Alpha Magazine
“Alpha Females”
*Sept. 2008*
Nathan Sinclair, Diana Panfil, Katie Constans

**Opening Page/Spread: Illustration**

*80,000 or more circulation*

**Gold**

CFO
“Now What?”
*Oct. 2008*
Robert Lesser, Heather Riva Godin

**Silver**

Computerworld
“Macintosh Insurrection”
*Feb. 25, 2008*
Apr. Montgomery, Gianni de Conno

**Bronze**

CRM
“How Much Marketing Is Too Much?”
*Oct. 2008*
Laura Hegyi

**Opening Page/Spread: Photo**

*80,000 or more circulation*

**Gold**

The Progressive Farmer
“Weather-What the Spring Will Bring”
*Mar. 2008*
Donovan Harris, Chris Clayton

**Silver**

Diabetes Forecast
“Sprinkles & Sprigs”
*Apr. 2008*
Kevin Hambel, Taran Z, American Diabetes Association

**Bronze**

CRM
“Lollipop Loyalty”
*June 2008*
Laura Hegyi
**OVERALL PHOTOGRAPHY/ILLUSTRATIONS**

*Under 80,000 circulation*

**Gold**
- **Public CIO**
  - June/July, Aug./Sept. 2008
  - Kelly Martinelli

**Silver**
- **Architect**
  - Feb., Mar. 2008
  - Aubrey Altmann, Marcy Ryan

**Bronze**
- **Emergency Management**
  - Winter, Spring 2008
  - Kelly Martinelli

**OVERALL PHOTOGRAPHY/ILLUSTRATIONS**

*80,000 or more circulation*

**Gold**
- **Builder**
  - Nov., Dec. 2008
  - Erin Mayes, Melissa Goldweitz, Denise Dersin, Boyce Thompson

**Silver**
- **Realtor**
  - Apr., May 2008
  - Julie Fournier, Isabella Mathews

**Bronze**
- **Builder**
  - July, Aug. 2008
  - Evan Potler, Melissa Goldweitz, Denise Dersin, Boyce Thompson

**OVERALL TYPOGRAPHY**

*Under 80,000 circulation*

**Gold**
- **Government Technology**
  - May, June 2008
  - Kelly Martinelli

**Silver**
- **Emergency Management**
  - Winter, Spring 2008
  - Kelly Martinelli

**Bronze**
- **Architect**
  - Feb., Mar. 2008
  - Aubrey Altmann, Marcy Ryan

**OVERALL TYPOGRAPHY**

*80,000 or more circulation*

**Gold**
- **Restaurants & Institutions**
  - Aug., July 15, 2008
  - Glen Luensman, Anna Abbinante

**Silver**
- **Builder**
  - Sept., Oct. 2008
  - Erin Mayes, Melissa Goldweitz, Denise Dersin, Boyce Thompson

**Bronze**
- **Medical Economics**
  - Dec 5, 18, 2008
  - Robert McGarr

**PUBLICATION REDESIGN**

*Under 80,000 circulation*

**Gold**
- **TED Magazine**
  - Jan. 2008
  - Randi Vincent, Michael Martin, Misty Byers

**Silver**
- **Nightclub & Bar**
  - Feb. 2008
  - Rob J. Ghosh, Joseph W. Kalinowski

**Bronze**
- **Floor Covering Weekly**
  - Jan. 2008
  - Thomas Young, Floor Covering Weekly Staff
Publication Redesign
80,000 or more circulation

Gold
Medical Economics
Aug. 15, 2008
Robert McGarr

Silver
Professional Builder
Jan. 2008
Bill Patton, Paul Deffenbaugh,
Sara Zailskas, Larry Nigh

Bronze
Drug Topics
Nov. 10, 2008
Stanley Bujak, Robert McGarr,
Peter Seltzer, Tara Stults

Custom Publication
General Excellence

Magazine

Gold
BizTech
June 2008
Vanessa Jo Roberts, Steve Zurier,
Gregory Atkins, Kevin Hambel

Silver
View
Summer 2008
Tom Craren, Gene Zasadinski,
Christine Wendin, Reena Vadehra

Bronze
Constructor
Sept./Oct. 2008
Stephen Sandherr, Dave Lukens,
Jay McGraw, Mark Kelly, Mark Shaw

Newsletter

Gold
Partners in Practice
Dec. 2008
Nick Dupont, Sally Goldenbaum,
Ryan Kramer, Matt Brown,
Alicia Isenberg

Silver
Commonwealth Business Review
July/Aug. 2008
Kate Flood, Regina Recene,
Natalie Olivier, Judith Tortolano
# ASBPE Azbee Competition Judges

We wish to thank our judges who spent countless hours reviewing entries. Their diligence and expertise help make our awards program the best in the B2B publishing business.

<table>
<thead>
<tr>
<th>Name</th>
<th>Position or Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret Carter-Ward</td>
<td>Managing editor, Website Magazine</td>
</tr>
<tr>
<td>Deborah Cassell</td>
<td>Editor, RISK Graffix</td>
</tr>
<tr>
<td>Richard Chung</td>
<td>Art director, RISK Graffix</td>
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<tr>
<td>Ginger Conlon</td>
<td>Editor-in-chief, 1to1 Media</td>
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<tr>
<td>Jim Carper</td>
<td>Editor-in-chief, Home Décor Buyer</td>
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<tr>
<td>Margaret Carter-Ward</td>
<td>Editor-in-chief, Business &amp; Legal Reports</td>
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<tr>
<td>Tony Auer</td>
<td>Penguin Media Consulting</td>
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<tr>
<td>Nick Bajzek</td>
<td>Products editor, Professional Builder Professional Remodeler</td>
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<tr>
<td>Tina Barbaccia</td>
<td>Executive editor, Better Roads</td>
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<tr>
<td>Mimi Bell</td>
<td>Senior publication advisor/senior manager, Marketing</td>
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<tr>
<td>Matt Bolch</td>
<td>Freelance business writer, Matt Bolch Ink</td>
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<tr>
<td>Barbara Brannan</td>
<td>Writer/editor, CP America International</td>
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<tr>
<td>Tim Bryant</td>
<td>Art director, Better Roads</td>
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<tr>
<td>Vicki Burt</td>
<td>Managing editor, Questex Media Group</td>
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<tr>
<td>John Costin</td>
<td>Principal, Costin Custom Communications</td>
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<tr>
<td>Milla D’Antonio</td>
<td>Managing editor, 1to1 Media</td>
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<tr>
<td>Suzanne Deffree</td>
<td>Managing editor, Electronic News</td>
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<tr>
<td>Jean Dimeo</td>
<td>Editor, Building Products</td>
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<tr>
<td>Joe Fleischer</td>
<td>Editor, The CFO Group</td>
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<tr>
<td>Rob Freedman</td>
<td>Senior editor, Realtor</td>
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<td>Sam Friedman</td>
<td>Editor in chief, National Underwriter</td>
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<tr>
<td>Leah Garris</td>
<td>Managing editor, Buildings</td>
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<tr>
<td>Lora Lee Gelles</td>
<td>Art director, Packaging Digest and Converting</td>
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<tr>
<td>Jeff Gelski</td>
<td>Associate editor, Milling &amp; Baking News, Food Business News</td>
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<tr>
<td>Jamie Green</td>
<td>Editor-in-chief, Investment Advisor</td>
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<tr>
<td>Tim Gregorski</td>
<td>Editor, CMCP</td>
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<tr>
<td>Phil Gusman</td>
<td>Associate editor, National Underwriter Life &amp; Health</td>
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<tr>
<td>Roy Harris</td>
<td>Former senior editor, CFO</td>
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<tr>
<td>Stephen Hefner</td>
<td>Creative director, Great Southern Publishers</td>
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<td>Jennifer Patrick</td>
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