



American Society of  
Business Publication Editors

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



*Presented*  
July 16, 2009  
The Washington Marriott  
Washington, D.C.

## 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 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.

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 **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 opportuni-

ties 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](http://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*

## ASBPE NATIONAL OFFICERS

**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.



## ASBPE STAFF

### **Janet Svazas,**

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.

Svazas 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.

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

**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.



### **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.

### **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.



American Society of  
Business Publication Editors

## *Journalism That Matters Award*

# *David Silverberg*

## ***HSToday* editor beats the National Football League**

**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 con-



The U.S. Border Patrol ad.

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.

stitutes the front line in border security.

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, multi-jurisdictional 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.*



*Editor*  
Richard McGill Murphy

### **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.



# ASBPPE

## Magazine of the Year

circulation less than 80,000

# The Scientist

**Editor**

Richard Gallagher

**Deputy Editor**

Alison Cook

**Managing Editor**

Jeffrey Myers

**Associate Editors**

Andrea Gawrylewski,

Bob Grant,

Alla Katsnelson,

Edyta Zielinska

**Correspondent**

Brendan Borrell

**Editorial**

**Administrator**

Margaret Guthrie

**Art Director**

Joelle L. Bolt

**Designers**

Michelle Fisher,

Bryan Satalino

**Production Manager**

Lisa Modica

**Interns**

Jennifer Evans,

Megan Scudellari



**Editor**

Richard Gallagher

**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.

# Magazine of the Year Honorable Mentions

circulation 80,000 or more

## Professional Builder



### 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.

## Restaurants & Institutions



### 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.

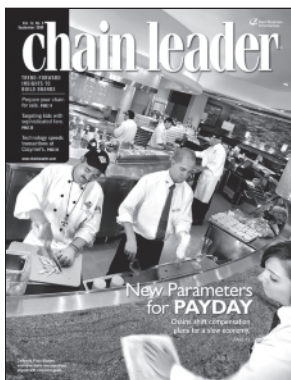
Beautiful photos.

**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*

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

THE SIXTH ANNUAL  
*Stephen Barr Award for Feature Writing*



## *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*

Illena Armstrong, Dan Kaplan,  
Angela Moscaritolo, Charles Miller,  
Peter Stephenson

*Silver*

**Residential Architect**

"Architects' Choice"

*Apr. 2008*

Nigel F. Maynard, S. Claire Conroy,  
Marla Misek Clark

*Bronze*

**Business Jet Traveler**

"Buyers' Guide 2008"

*2008*

R. Randall Padfield, Jeff Burger,  
Mary E. Mahoney, John A. Manfredo,  
Elena Lipkin

■  
**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**

*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

■  
**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**

*Aug., Oct. 2008*

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"

*July/Aug., Sept./Oct, Nov., Dec. 2008*

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



**FEATURE SERIES**

*80,000 or more circulation*

**Gold**

**Realtor**

“Work Smart Series: Back to Basics”  
Jan., Mar., June, Aug., Oct. 2008  
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



**GOVERNMENT COVERAGE**

*Under 80,000 circulation*

**Gold**

**Federal Times**

July 28, Aug. 4, 11, 2008  
Stephen Losey, Gregg Carlstrom

**Silver**

**Pensions & Investments**

Aug. 18, Sept. 1, 15, 2008  
Nancy K. Webman, Doug Halonen

**Bronze**

**Engineering News-Record**

Dec. 8, Dec. 15, 22/29, 2008  
Tom Ichniowski, Aileen Cho,  
Mark Henricks, Angelle Bergeron,  
Pam Hunter

**Bronze**

**Modern Healthcare**

May 5, 12, 19, 2008  
Jessica Zigmond, Rebecca Vesely,  
Matthew DoBias, Gregg Blesch



**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**

Oct., Nov., Dec. 2008  
Robert Freedman

**Bronze**

**Civil Engineering**

Oct., Nov., Dec. 2008  
Jay Landers



**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 Strohmeier, Alan Stafford,  
Beth Kamoroff, Tracy Yee-Vaught,  
Kimberly Brinson

■  
**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

■  
**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

■  
**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



■  
**INDIVIDUAL/ORGANIZATION  
PROFILE**

*80,000 or more circulation*

**Gold**

**Remodeling**

“Friend in the Business”

*Sept. 2008*

Leah Thayer, Sal Alfano, Ingrid Bush,  
Kay Engman

**Silver**

**Institutional Investor**

“Being Kieran Prior”

*May 2008*

Loch Adamson

**Bronze**

**Fortune Small Business**

“Jihad or Jobs”

*Apr. 2008*

Richard McGill Murphy

■  
**MOST IMPROVED**

*Under 80,000 circulation*

**Gold**

**Aftermarket Business**

*Jan. 2008*

Aftermarket Business Staff

**Silver**

**MGMA Connexion**

*Aug. 2008*

Christina Pope, Lisa Schneck, Brenda Hull

**Bronze**

**Corporate Event**

*Spring 2008*

Exhibitor Media Group

■  
**MOST IMPROVED**

*80,000 or more circulation*

**Gold**

**Professional Builder**

*Jan. 2008*

Professional Builder Staff

**Silver**

**Medical Economics**

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“Unprecedented Times’  
for Agriculture in Iowa”

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Allison Schmidt

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Jon Osborne, Craig Johnson,  
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*Sept., Oct., Nov. 2008*

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Process Under Fire From Business Groups”  
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**Multistate Tax Report**

“2008 Survey of State Tax Departments”  
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Jack Beaudoin, Bernie Monegain,  
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Suzanna Hoppszallern

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Tom Stephani, Paul Deffenbaugh,  
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Ingrid Bush, Pete Morelewicz

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Larry Silvey

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**Ward’s Dealer Business**

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Professional Issues Staff

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Joanne Chen, Richard McGill Murphy

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Truckers News Staff

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Jay Schneider, Jeff Yoders, Larry Nigh

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Rich Binsacca, Denise Dersin,  
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Jan. 14, 2008  
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C.C. Sullivan, Barbara Horwitz-Bennett,  
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Michel Moussard,  
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Thomas Young,  
Floor Covering Weekly Staff

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**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

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### We wish to thank

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*Broadcast Engineering*

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Matt Bolch Ink

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