



## 2011 EXCEL Award Winners

### Special Publications: Media Kits - Digital/Online

Gold  
*NFIB's Virtual Media Kit*, National Federation of Independent Business

Silver  
*WEF Media Kit*, Water Environment Federation

Bronze  
*ASTD Media Kit*, American Society for Training & Development

### Special Publications: Media Kits - Print Media Kit

Gold  
*The Rotarian Media Kit*, Rotary International

Silver  
*2011 AAHA Media Kit*, American Animal Hospital Association

Bronze  
*AOPA Media Kit*, Aircraft Owners & Pilots Association

### Direct Mail: Single Piece

Bronze  
*NPE 2012 Exhibitor Mailer*, The Plastics Industry Trade Association

### Direct Mail: Campaign

Gold  
*HSMIA Adrian Awards Gala Campaign*, Hospitality Sales Marketing Association International

Silver  
*SHRM Foundation Silent Auction*, Society for Human Resource Management

### Advertisements: Campaign

Gold  
*Magazines: The Power of Print*, MPA - The Association of Magazine Media

Bronze  
*PSIA-AASI 50/50 Celebration*, Professional Ski Instructors of America

### Special Publications: Brochures

Gold  
*Are You a Good Nurse or a Great Nurse?*, Association for Women's Health, Obstetric and Neonatal Nurses

Silver  
*Getting Your Child Ready for Reading and Writing*, American Speech-Language-Hearing Association

Bronze  
*The Rotarian's Greater Goods Catalog*, Rotary International

### Special Publications: Membership Directory/Buyers Guide/Catalog

Gold  
*2011 NAA Advertising Planning Guide*, Newspaper Association of America

Silver  
*ADA Annual Catalog 2011*, American Dental Association

Bronze  
*PSIA-AASI Accessories Catalog 2010-2011*, Professional Ski Instructors of America

### Special Publications: Special Reports

Gold  
*Internationalizing the Campus 2010*, NAFSA: Association of International Educators

Silver  
*2010 AWM Special Report on Diversity*, Alliance for Women in Media

Bronze  
*Protecting Our Home*, American Indian Higher Education Consortium

### Special Publications: Annual Reports

Gold  
*Boy Scouts of America 2009 Annual Report*, Boy Scouts of America

Gold  
*Annual Report 2009-2010*, Rotary International

Silver  
*Society for Neuroscience 2010 Annual Report*, Society for Neuroscience

Bronze  
*CFA Institute 2010 Online Annual Report*, CFA Institute



## 2011 EXCEL Award Winners

### Convention Publications: Convention Marketing Campaign

Gold  
*2010 LMC Annual Conference and Marketplace Marketing Campaign*, League of Minnesota Cities

Silver  
*PSWC 2010/AAPS Annual Meeting and Exposition Marketing Campaign*, American Association of Pharmaceutical Scientists

Silver  
*It's All Here - IAAPA Attractions Expo 2010*, International Association of Amusement Parks & Attractions

### Convention Publications: Convention Daily Newspaper

Gold  
*Daily Now*, ASAE

Silver  
*One+ Onsite*, Meeting Professionals International

Bronze  
*SHRM Conference Daily*, Society for Human Resource Management

### Convention Publications: Convention Program

Gold  
*ACC's 2010 Annual Meeting Program Guide*, Association of Corporate Counsel

Silver  
*National Arts Marketing Project Conference*, Americans for the Arts

### Newspapers: Feature Article - 50,000 or fewer

Gold  
*The Nation's Health*, "Ineffective Abstinence Only Lessons Being Replaced with Science" by Kim Krisberg on April 2010, American Public Health Association

Silver  
*Catholic Health World*, "Perinatal Hospice Fills Care Gaps for Families Facing Prenatal, Newborn Deaths" by Diane Tororian-Keaggy, March 15, 2010, Catholic Health Association

Bronze  
*Catholic Health World*, "St. Vincent's is Faithful to Mission Until the End" by Judith VandeWater, September 15, 2010, Catholic Health Association

### Newspapers: Feature Article - more than 50,000

Gold  
*ACP Internist*, "Remote monitoring: Out of sight, right in line" by Stacey Butterfield, March 2010, American College of Physicians

Silver  
*NASW NEWS*, "Palliative Care Social Workers Give Hope, Relief" by Cheryl Bradley, September 2010, National Association of Social Workers

Bronze  
*ADA News*, "Illinois Mission of Mercy" by Stacie Crozier, June 21, 2010, American Dental Association

### Newspapers: Newswriting

Gold  
*Catholic Health World*, August 2, 2010, Catholic Health Association

Silver  
*Catholic Health World*, December 15, 2010, Catholic Health Association

Bronze  
*NSTA Reports*, March 2010, National Science Teachers Association

### Newspapers: General Excellence

Gold  
*Catholic Health World*, Catholic Health Association

Silver  
*Public Relations Tactics*, Public Relations Society of America

Bronze  
*Plastic Surgery News*, American Society of Plastic Surgeons

### Newsletters: Design Excellence

Bronze  
*Asian Briefings*, Association of Corporate Counsel

### Newsletters: Newswriting

Gold  
*Education Update*, ASCD

Silver  
*AAMC Reporter*, Association of American Medical Colleges

Bronze  
*Community Manager*, Community Associations Institute



## 2011 EXCEL Award Winners

### Newsletters: Most Improved - Newsletter-Newsletter

Bronze  
*CFI to CFI Newsletter*, Aircraft Owners & Pilots Association

### Newsletters: Most Improved - Newsletter-Magazine

Gold  
*Arts Link*, Americans for the Arts

Bronze  
*Perspectives*, American Academy of Periodontology

### Newsletters: General Excellence

Silver  
*Community Manager*, Community Associations Institute

### Books: Non-Technical Book

Gold  
*When their World Falls Apart*, National Association of Social Workers

Silver  
*Philmont Field Guide*, Boy Scouts of America

Bronze  
*The Survivorship Net*, American Cancer Society

Bronze  
*Picture-Perfect Science Lessons, Expanded 2nd Edition*, National Science Teachers Association

### Books: Technical Book

Gold  
*CDT 2011-2012 The ADA Practical Guide to Dental Procedure Codes*, American Dental Association

Gold  
*Across Frontiers: New International Perspectives on Educational Fundraising*, Council for Advancement & Support of Education

Silver  
*Statistics for Public Administration: Practical Uses for Better Decision Making*, International City/County Management Association

Bronze  
*Cancer Basics*, Oncology Nursing Society

### Journals: Design Excellence

Silver  
*New Perspectives*, Association of Healthcare Internal Auditors

### Journals: Cover Design

Gold  
*Blood Journal of the American Society of Hematology*, April 22, 2010, American Society of Hematology

Silver  
*Journal AWWA*, November 2010, American Water Works Association

Bronze  
*Mathematics Teacher*, March 2010, National Council of Teachers of Mathematics

### Journals: Feature Article

Gold  
*Young Children*, "The Fun Thing about Studying Different Beliefs Is That...They Are Different" – Kindergartners Explore Spirituality by Ben Mardell and Mona Abo-Zena, July 2010, National Association for the Education of Young Children

Silver  
*Oncology Nursing Forum*, "Prolonged Grief Disorder" by Lizel Craig, July 2010, Oncology Nursing Society

Bronze  
*Journal of College Science Teaching*, "Science From the Pond Up: Using Measurement to Introduce Inquiry" by Abdulkadir Demir, Frank Schmidt, and Sandra K. Abell, March/April 2010, National Science Teachers Association

### Journals: Feature Article

Bronze  
*Journal of College Science Teaching*, "University Facilities as Real-World Foci of Multidisciplinary Science Learning" by Jeremy Wojdak and all, May/June 2010, National Science Teachers Association

### Journals: General Excellence

Gold  
*Health Progress*, Catholic Health Association

Silver  
*Mathematics Teacher*, National Council of Teachers of Mathematics

Bronze  
*English Journal*, National Council of Teachers of English



## 2011 EXCEL Award Winners

### Web Publishing: Redesign

Gold  
*Association Forum of Chicagoland*, Association Forum of Chicagoland

Silver  
*www.ift.org*, Institute of Food Technologists

Bronze  
*Breast Cancer Deadline 2020*, National Breast Cancer Coalition Fund

### Web Publishing: Special Members Area

Silver  
*AMTA Website: Career Guidance Section*, American Massage Therapy Association

Bronze  
*NAFSA Conference Connection Site*, NAFSA: Association of International Educators

### Web Publishing: Editorial Excellence

Gold  
*www.closerlookatstemcells.org*, International Society for Stem Cell Research

Silver  
*Jimmy & Rosalynn Carter Work Project 2010*, Habitat for Humanity International

Bronze  
*Educational Leadership*, ASCD

### Web Publishing: General Excellence

Gold  
*www.rotary.org*, Rotary International

Bronze  
*www.hemaware.org*, National Hemophilia Foundation

### Magazines: Single-Topic Issue - 20,000 or fewer

Gold  
*Independent School*, Summer 2010, National Association of Independent Schools

Silver  
*Independent School*, Spring 2010, National Association of Independent Schools

Bronze  
*Leader's Edge*, May 2010, Council of Insurance Agents & Brokers

### Magazines: Single-Topic Issue - 20,001 to 100,000

Gold  
*Suffolk Alumni Magazine*, Fall 2010, Suffolk University

Silver  
*One+*, November/December 2010, Meeting Professionals International

Bronze  
*ASCA School Counselor*, November/December 2010, American School Counselor Association

Bronze  
*School Nutrition*, June/July 2010, School Nutrition Association

### Magazines: Single-Topic Issue - more than 100,000

Gold  
*IEEE Spectrum*, July 2010, IEEE

Silver  
*Educational Leadership*, March 2010, ASCD

Bronze  
*VFW Magazine*, June/July 2010, Veterans of Foreign Wars of the United States

### Magazines: Most Improved - 50,000 or fewer

Gold  
*Capitol Ideas*, The Council of State Governments

Silver  
*ACR Bulletin*, American College of Radiology

Silver  
*Health Progress*, Catholic Health Association

Bronze  
*SunSations Magazine*, Sun City Hilton Head Community Association

### Magazines: Most Improved - more than 50,000

Silver  
*Flight Training*, Aircraft Owners & Pilots Association

Bronze  
*California Freemason*, Masons of California



## 2011 EXCEL Award Winners

### Magazines: Redesign - 50,000 or fewer

Silver  
*UT Journal*, University of Tampa Alumni Association

Bronze  
*Dermatology World*, American Academy of Dermatology

Bronze  
*Capitol Ideas*, The Council of State Governments

### Magazines: Redesign - more than 50,000

Silver  
*California Freemason*, Masons of California

Bronze  
*Flight Training*, Aircraft Owners & Pilots Association

### Magazines: Design Excellence- 20,000 or fewer

Gold  
*Leader's Edge*, November/December 2010, Council of Insurance Agents & Brokers

Gold  
*Leader's Edge*, August/September 2010, Council of Insurance Agents & Brokers

Silver  
*Tufts Veterinary Medicine*, Tufts University Publications & Alumni Association

Silver  
*Workspan*, WorldatWork

Bronze  
*One+*, Meeting Professionals International

### Magazines: Design Excellence- more than 100,000

Gold  
*World Vision*, World Vision

Silver  
*Trout*, Trout Unlimited

Bronze  
*The Rotarian*, Rotary International

### Magazines: Cover Illustration

Gold  
*The Rotarian*, April 2010, Rotary International

Silver  
*Business Officer*, September 2010 National Association of College & University Business Officers

Silver  
*PCMA Convene*, February 2010, Professional Convention Management Association

Bronze  
*Marines Magazine*, April/May/June 2010, United States Marine Corps

### Magazines: Cover Photography

Gold  
*Trout*, Summer 2010, Trout Unlimited

Silver  
*Food Technology*, December 2010, Institute of Food Technologists

Bronze  
*IEEE Spectrum*, June 2010, IEEE

### Magazines: Cover Mixed-Media

Gold  
*Leader's Edge*, July/August 2010, Council of Insurance Agents & Brokers

Silver  
*Internal Auditor*, October 2010, Institute of Internal Auditors

Bronze  
*One+*, September 2010, Meeting Professionals International

### Magazines: Feature Story Design - 50,000 or fewer

Silver  
*Children's Hospitals Today*, "The Health Reform Roller Coaster", Summer 2010, National Association of Children's Hospitals and Related Institutions, Inc.

Bronze  
*T+D*, "Six Trends That Will Change Workplace Learning Forever", December 2010, American Society for Training & Development



## 2011 EXCEL Award Winners

### Magazines: Feature Story Design - More than 50,000

Gold

*World Vision*, "In My Father's Footsteps", Autumn 2010, World Vision

Silver

*Scouting Magazine*, "The Troop Bully", September/October 2010, Boy Scouts of America

Bronze

*Diabetes Forecast*, "Victory in the Garden", June 2010, American Diabetes Association

Bronze

*Marines Magazine*, "Not All Wounds Are Visible", April/May/June 2010, United States Marine Corps

### Magazines: Column

Gold

*Quest Magazine*, "Call Me A 'Good Cripple' If You Must" by Deshae E. Lott, Summer/July-September 2010, Muscular Dystrophy Association

Silver

*Principal*, "No Strings Attached" by Gail Connelly, May/June 2010, National Association of Elementary School Principals

Silver

*The Rotarian*, "On The Money" by Chris Taylor, April 2010, Rotary International

Bronze

*Principal Leadership*, "Return to Play" by Kelley R. Taylor, December 2010, National Association of Secondary School Principals

### Magazines: Editorial

Gold

*Educational Leadership*, "What Newsweek Gets Wrong" by Marge Scherer, May 2010, ASCD

Silver

*BizEd Magazine*, "Don't Tweet for Me, North Korea" by Tricia Bisoux, November/December 2010, AACSB International - The Association to Advance Collegiate Schools of Business

Bronze

*International Educator*, "An Gorta Mor" by Christopher Murphy, March/April 2010, NAESA: Association of International Educators

### Magazines: Feature Article - 10,000 or fewer

Gold

*Health Progress*, "Medical Interpreters Can Save Money, Lives" by Susan C. Thomson, July/August 2010, Catholic Health Association

Silver

*Funworld Magazine*, "Scare Tactics" by Jeremy Schoolfield, May 2010, International Association of Amusement Parks & Attractions

Bronze

*Plastic Surgery News*, "Plastic surgeons responding to Haiti earthquake share horrors, triumphs" by Jim Leonardo, March 2010, American Society of Plastic Surgeons

### Magazines: Feature Article- 10,001 to 20,000

Gold

*Georgetown Business*, "Satisfaction Not Guaranteed" by Chris Blose, Spring 2010, Georgetown University McDonough School of Business

Silver

*BizEd Magazine*, "Holistic Leader" by Sharon Shinn, May/June 2010, AACSB International - The Association to Advance Collegiate Schools of Business

Bronze

*Food Technology*, "Adding Ethnic Flair to Foods" by Karen Nachay, August 2010, Institute of Food Technologists

Bronze

*Independent School*, "Anatomy of a Crisis" by Adam Rohdie, Summer 2010, National Association of Independent Schools

### Magazines: Feature Article - 20,001 to 50,000

Gold

*PCMA Convene*, "7 Days in Port-au-Prince" by Barbara Palmer, May 2010, Professional Convention Management Association

Silver

*One+*, "A Business Model for Peace" by Lara Dunston, March 2010, Meeting Professionals International

Bronze

*Contingencies*, "Notes on Insurance Credit Scoring" by Gwendolyn Anderson, September/October 2010, American Academy of Actuaries



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### Magazines: Feature Article - 50,001 to 100,000

Gold  
*Suffolk Alumni Magazine*, "Re-writing the Future" by Michael Blanding, Winter 2010, Suffolk University

Silver  
*UNITS Magazine*, "Apartment Living Makes A World of Difference" by Lauren Boston, August 2010, National Apartment Association

Bronze  
*Suffolk Alumni Magazine*, "Message in a Bottle" by Renee Graham, Spring/Summer 2010, Suffolk University

### Magazines: Feature Article- more than 100,000

Gold  
*HR Magazine*, "Putting Drug Screenings to the Test" by Ritz Zeidner, November 2010, Society for Human Resource Management

Silver  
*HR Magazine*, "Does Work Make You Fat?" by Susan Wells, October 2010, Society for Human Resource Management

Bronze  
*The Rotarian*, "How Many Fifth Graders Know Someone on Meth?" by Stephen Yafa, August 2010, Rotary International

### Magazines: General Excellence- 10,000 or fewer

Gold  
*Speaker Magazine*, National Speakers Association

Bronze  
*International Educator*, NAFSA: Association of International Educators

### Magazines: General Excellence - 10,001 to 20,000

Gold  
*Independent School*, National Association of Independent Schools

Silver  
*Leader's Edge*, Council of Insurance Agents & Brokers

Bronze  
*FORWARD*, Metals Service Center Institute

### Magazines: General Excellence - 20,001 to 50,000

Gold  
*CURRENTS*, Council for Advancement & Support of Education

Silver  
*The Conference Board Review*, The Conference Board

Bronze  
*Associations Now*, ASAE

Bronze  
*Common Ground*, Community Associations Institute

### Magazines: Magazines: General Excellence- 50,001 to 100,000

Gold  
*Suffolk Alumni Magazine*, Suffolk University

Bronze  
*California Freemason*, Masons of California

### Magazines: General Excellence- more than 100,000

Gold  
*The Rotarian*, Rotary International

Silver  
*Habitat World*, Habitat for Humanity International

Bronze  
*IEEE Spectrum*, IEEE

### Media Innovation: Online Directory/Buyers Guide

Bronze  
*Shop.Rotary.org*, Rotary International

### Media Innovation: Media Innovation: Podcasts

Gold  
*IEEE Spectrum, Greetings from the South Pole*, IEEE

Silver  
*Voices of Experience*, National Speakers Association



## 2011 EXCEL Award Winners

### Media Innovation: Video

Gold

*The Dangers of Alcohol Deregulation: The United Kingdom Experience vs. American Alcohol Regulations*, Center for Alcohol Policy

Silver

*A Day in the Life of a NASA Food Scientist*, Institute of Food Technologists

Bronze

*Member Benefits Video Series*, Illinois Association of REALTORS®

Bronze

*Welcome to the World of Public Image*, Rotary International

### Media Innovation: Blog Post

Gold

*One+*, "Is There Time for Intellectual Depth?" by Jason Hensel, June 16, 2010, Meeting Professionals International

Silver

*Inservice*, "Anti-Washington Fervor Extends to Education" by Melissa Mellor, November 2, 2010, ASCD

Silver

*AP Matters*, "Calm in the 1099 Storm: Watching and Waiting" by Diane Sears, October 6, 2010, International Accounts Payable Professionals

Silver

*In-house ACCess*, "What My Time in Your House Has Taught Me" by Kim Howard, November 18, 2010, Association of Corporate Counsel

### Media Innovation: Blog

Gold

*Inservice*, ASCD

Silver

*Automaton*, IEEE

Bronze

*PlusPoint*, Meeting Professionals International

Bronze

*APTly Spoken*, National Apartment Association

### Media Innovation: E-Newsletter - Print to Electronic Redesign

Gold

*BIOtechNOW*, Biotechnology Industry Organization

Silver

*Rotary Leader*, Rotary International

### Media Innovation: Electronic Newsletter- General Excellence

Gold

*NACS Daily*, National Association of Convenience

Silver

*AWWA Streamlines*, American Water Works Association

Bronze

*AOPA ePilot*, Aircraft Owners & Pilots Association

Bronze

*ASCD Express*, ASCD

### Media Innovation: Digital Magazine

Silver

*AAA Living*, American Automobile Association

Bronze

*MOVE*, American Association of Motor Vehicle Administrators

### Media Innovation: Social Media Strategy - Proprietary Media Tools

Silver

*ASCA SCENE*, American School Counselor Association

Bronze

*ASCD EDge*, ASCD

### Media Innovation: Social Media Strategy - Free Media Tools

Gold

American Massage Therapy Association

Silver

Missouri State Teachers Association

Bronze

*Journal of Accountancy*, American Institute of Certified Public Accountants

### Media Innovation: Mobile Application

Gold

*Marines Magazine*, United States Marine Corps

Silver

*California Freemason*, Masons of California



## 2011 EXCEL Award Winners

### **Media Innovation: Integrated Mixed Media Campaign**

Gold

*SPIE Advancing the Laser*, SPIE

Silver

*Fun to Fly Road & Runway Rally*, Aircraft Owners & Pilots Association

Bronze

*Holiday Showcase 2010*, Association Forum of Chicagoland

### **General Excellence of Editorial Products**

Gold

*General Excellence*: Boy Scouts of America