

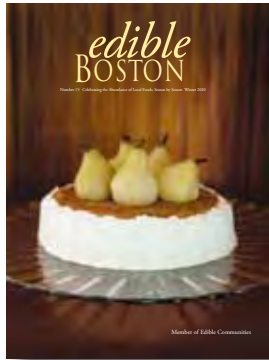


30TH ANNUAL *Excel Awards Gala*

HONORING THE BEST AND THE BRIGHTEST IN ASSOCIATION PUBLISHING

JUNE 14, 2010 | 6:30 PM | CAPITAL HILTON, WASHINGTON, DC

Specializing in short-run printing, digital editions, and whatever comes next...



co-mail

e-publishing

subscriber flow

ad management

Sheridan Magazine Services.

Print & digital publishing expertise for today, tomorrow, the future.

866.551.3200 • www.sheridanmagazines.com

SHERIDAN MAGAZINE SERVICES

DARTMOUTH PRINTING COMPANY UNITED LITHO, INC

MULTI VIEW GETS

YOU

- We get that a great digital publication must enhance the value of your print offerings, not compete with them.
- We get that great content goes hand-in-hand with great revenue.
- Our online buyers guides and e-mail news briefs give you new options for delivering member benefits while also establishing an independent new source of non-dues revenue.



MULTI VIEW

multiview.com

multibriefs.com

1-800-816-6710

Welcome to the 2010
Association Media & Publishing
30TH ANNUAL EXCEL AWARDS GALA!

Thank you for joining us to honor the best, most innovative, and most inspiring work of association publishers, editors, writers, and designers in the past year.

Each year's EXCEL Awards Gala is an opportunity for us to gather with friends and colleagues and spend an evening celebrating the power of media in all its forms and formats. Tonight, you'll applaud everything from good, old-fashioned newswriting and reporting to digital innovations that are pushing the edge of what associations can communicate to their members and stakeholders.

Leading up to tonight's event, a record-setting 129 volunteer judges, organized into 23 judging teams, reviewed almost 950 award entries and evaluated them for quality, creativity, and "wow" factor. In the process, they found award-winning entries that prompted comments like this:

"Concise and poignant, well written and well edited ... educational and comprehensively researched."

"An example of what a compelling history should be ... photos, layout and design are elegant and evocative."

"In providing content to the end users in the most efficient and logical manner, this site is a star among stars."

"Mobile application is a great new twist on a time-tested resource."

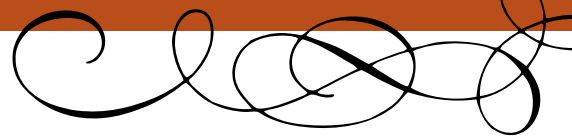
More information on all of the winning entries can be found in this brochure. I know that as the evening progresses, you'll be just as impressed as the judges were with this year's winners.

This year, for the first time, the 30th Annual EXCEL Awards Gala is the kickoff rather than the closing of the Association Media & Publishing Conference. I hope you'll leave tonight's festivities excited and inspired, and I hope you take that energy with you throughout the conference. Take this opportunity to gather and sharpen the tools you need to achieve excellence at your own association. Who knows? Next year, you could be taking home an EXCEL Award.



Lisa Junker, CAE, IOM
2010 EXCEL Awards Chair
Editor in Chief, *Associations Now*,
ASAE & The Center for Association Leadership





2010 Excel Award Winners

MEDIA KITS

GOLD

2010 ASHA Media Kit, American Speech-Language-Hearing Association

Contact: Pam Leppin
Phone: (301) 897-0121
Email: pleppin@asha.org
Incorporation exemplifies the future of media kits. The format, horizontal layout and typeface all worked to make screen viewing easy.

SILVER

Civil Engineering Media Info, American Society of Civil Engineers

Contact: Bono Mitchell, BonoTom Studio, Inc.
Phone: (703) 276-0612
Email: bono@bonotom.com
The readable, usable, stand-alone note card ranked the media kit high.

BRONZE

2010 Media Planner, American Physical Therapy Association

Contact: Lois Douthitt
Phone: (703) 706-3192
Email: loisdouthitt@apta.org
Organization, tabs and structure made user-friendly for audience.

DIRECT MAIL:

Single Piece

GOLD

National Arts Marketing Project Conference, Americans for the Arts

Contact: Kirsten Hilgeford
Phone: (202) 371-2830
Email: khilgeford@artsusa.org
We all thought it was fun and vibrant, catchy and informative and it states its premise on the cover. The piece appeals to the inner-hero in all of us – no kryptonite in here!

SILVER

New Edge Welcome Kit, Kansas Association of REALTORS®

Contact: Melynn Sight, nSight Marketing, Inc.
Phone: (913) 261-9100
Email: melynn@nsightmarketing.com
Makes you want to keep it for further use. It is physically interactive, engaging and calls for you to act.

BRONZE

Fill Your Toolbox, National Speakers Association

Contact: Barbara Parus
Phone: (480) 968-2552
Email: barbara@nsaspeaker.org
Promised a rich conference experience and good execution of a classic theme.

DIRECT MAIL:

Campaign

BRONZE

LD+A Quarterly Editorial Calendar Postcards, Illuminating Engineering Society of North America

Contact: Clayton Gordon
Phone: (212) 248-5000
Email: cgordon@ies.org
Clear, consistent content and design. Allows unique aspects of each piece to shine through.

ADVERTISEMENTS:

Single Piece

SILVER

It's Time to Spread a Little Holiday Cheer, Rotary International

Contact: John Rezek
Phone: (847) 866-3240
Email: john.rezek@rotary.org
Good marriage of copy and images. The piece is simple, eye-catching and emphasized by good use of white space.

ADVERTISEMENTS:

Campaign

GOLD

Saving a Life, Rotary International

Contact: John Rezek
Phone: (847) 866-3240
Email: john.rezek@rotary.org
Strong graphic campaign that communicates the message clearly. This modular campaign handles a diverse range of imagery which focuses on one unified message.

SILVER

Celebrate the Power of AP, International Accounts Payable Professionals

Contact: Laureen Crowley Algier
Phone: (407) 367-2848
Email: laureen.algier@iappnet.org
Unique and thought-provoking. The multiple devices and media embrace an innovative campaign.

BRONZE

The Arts. Ask for More., Americans for the Arts

Contact: Kirsten Hilgeford
Phone: (202) 371-2830
Email: khilgeford@artsusa.org
A kitschy-take on music education promotion.

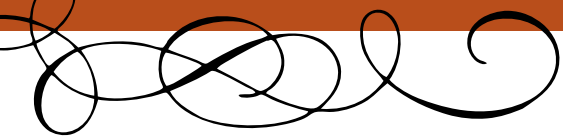
SPECIAL PUBLICATIONS:

Brochures

GOLD

Another Person's Dark Space is our Blank Canvas, International Association of Lighting Designers

Contact: Jennifer Jones
Phone: (312) 527-3677
Email: jennifer@iald.org
Well organized and speaks to audience. The full credits on images validate the organization and its members.



SILVER

National Writing Project Brochure, National Writing Project

Contact: Judith Bess
Phone: (510) 642-8886
Email: jbess@writingproject.org

This is a very warm and inviting piece. Good use of photography and typography. You just want to pick it up and read it.

BRONZE

Amazing Stories of Polio, Rotary International

Contact: John Rezek
Phone: (847) 866-3240
Email: john.rezek@rotary.org

Clever take on a deadly disease – digestible and informative on multiple levels.

BRONZE

You Don't Have to be a Doctor or a Nurse to Work in a Hospital, American Society for Clinical Pathology

Contact: Ellen Sullivan
Phone: (312) 541-4736
Email: ellen.sullivan@ascp.org

Speaks well to audience with a creative form and every element is directed towards targeted audience.

SPECIAL PUBLICATIONS: Membership Directories/Buyers Guides/Catalogs

GOLD

2010 Newspaper Advertising Planbook, Newspaper Association of America

Contact: Marina Hendricks
Phone: (571) 366-1009
Email: marina.hendricks@naa.org

Perfect in its scope and purpose. Great execution of design and editorial to create a superior end product. This kit has everything you need to advertise, except a pen and a checkbook!

SILVER

Global Cold Chain Directory, Global Cold Chain Alliance

Contact: Tori Miller
Phone: (703) 373-4300
Email: tmiller@gcca.org

Strong cover reflects organization. Content made for user-friendly publication appropriate to the audience.

SPECIAL PUBLICATIONS: Special Reports

GOLD

Case Studies for Global Health, Association of University Technology Managers

Contact: Jill Hronek, Sherwood Group, Inc.
Phone: (847) 480-9080
Email: jhronek@sherwood-group.com

Lessons learned were well-written; investigative reporting was strong. The piece was packed with a lot of information that kept us engaged.

SILVER

Internalizing the Campus, NAFSA: Association of International Educators

Contact: Christopher Murphy
Phone: (202) 737-3699
Email: chrism@nafsa.org

Fantastic cover design with a classic look. The presentation of photos were well done and the stories conveyed their message.

BRONZE

NACS State of the Industry Annual Report, NACS: The Association for Convenience + Petroleum Retailing

Contact: Paula Frey, GLC Custom Publishing
Phone: (847) 205-3062
Email: pfrey@glcomm.com

A plethora of information in a presentable way. The report is clear and highly readable narrative.

SPECIAL PUBLICATIONS: Annual Reports

GOLD

Land Trust Alliance 2008 Annual Report, Land Trust Alliance

Contact: Christina Soto
Phone: (423) 202-3963
Email: csoto@lta.org

Great theme throughout with gorgeous photos. The annual report showed the organization's achievements from a human perspective with approachable and engaging feature writing.

SILVER

California Masons in the 21st Century, Masons of California

Contact: Angel Alvarez-Mapp
Phone: (415) 292-9115
Email: amapp@freemason.org

Design was warm and inviting and the personal stories throughout give the reader a connection to the organization's mission.

BRONZE

Annual Report 2008 – 2009, Rotary International

Contact: Janis Young
Phone: (847) 866-3219
Email: janis.young@rotary.org

Report focused on the organization's accomplishments and included thoughtfully selected photos. Creative use of sidebars and statistics.

CONVENTION PUBLICATIONS: Convention Program

GOLD

2009 Annual Convention, Americans for the Arts

Contact: Kirsten Hilgefjord
Phone: (202) 371-2830
Email: khilgefjord@artsusa.org

Beautiful cover and design throughout – extremely readable, well-organized and functional.



SILVER

2009 Annual Meeting Program Book, American Society for Clinical Pathology

Contact: Elizabeth Park

Phone: (312) 541-4736

Email: elizabeth.park@ascp.org

Clean and readable design. Nice program format and thorough education descriptions.

BRONZE

National Arts Marketing Project Conference, Americans for the Arts

Contact: Kirsten Hilgefjord

Phone: (202) 371-2830

Email: khilgefjord@artsusa.org

Fun, playful design was refreshing and would help to create energy at a conference.

CONVENTION PUBLICATIONS:

Convention Daily Newspaper

GOLD

Daily Now, ASAE & The Center for Association Leadership

Contact: Samantha Whitehorne

Phone: (202) 626-2708

Email: swhitehorne@asaecenter.org

Excellent coverage of the convention. It's easy to read and the design draws the reader in. Great contribution of branding.

SILVER

PCMA Daily, Professional Convention Management Association

Contact: Christopher Durso

Phone: (312) 423-7237

Email: cdurso@pcma.org

Great daily design and use of type. The "Feature Well" is outstanding.

BRONZE

Show Daily, National Association of REALTORS®

Contact: Kelley Quigley

Phone: (312) 329-8378

Email: kquigley@realtors.org

Good coverage of the event with nice photo treatment. Love the map in the center!

NEWSPAPERS:

Feature Article: 50,000 or fewer

GOLD

Catholic Health World, "Dementia Patients Lead Full lives at Hugar Mercy" by Judith Van de Water, August 2009, Catholic Health Association

Contact: Judy Van de Water

Phone: (314) 253-3506

Email: jvandewater@chausa.org

Well-written and fully developed feature article. The description and quotes really give the reader the feeling of being there and the sense of how well reported this piece is. The quotes add color and the lead is very engaging. The writer really knows his or her audience. The transitions and editing keep readers going. *Catholic Health World* is really above and beyond most others in its category.

SILVER

Catholic Health World, "St. Joseph's Center Helps Kids Overcome Serious Eating Problems" by Judith Van de Water, May 2009, Catholic Health Association

Contact: Judy Van de Water

Phone: (314) 253-3506

Email: jvandewater@chausa.org

This piece has great description. As readers, we became immediately interested in the story thanks to the great anecdotes and quotes that appear throughout. The subheads and transitions help the flow of the piece and you really get a sense of what this program is all about. Great reporting as well.

BRONZE

Catholic Health World, "Delivering Bad News Well Requires Courage, Patience and Empathy" by Diane Toroian Keaggy, September 2009, Catholic Health Association

Contact: Judy Van de Water

Phone: (314) 253-3506

Email: jvandewater@chausa.org

Great, compelling first paragraph draws readers in. You really get a sense of who this doctor is and how he goes about delivering bad news. Solid quotes with great background information weaved with them. The sidebar offers takeaways.

NEWSPAPERS:

Feature Article: more than 50,000

GOLD

The ASHA Leader, "Last Words, Last Connections" by John Costello, December 2009, American Speech-Language-Hearing Association

Contact: Marat Moore

Phone: (301) 296-8708

Email: mmoore@asha.org

Extremely strong all the way through. The piece is concise and poignant, well written and well edited. It's educational and comprehensively researched, but still accessible to a general audience, connecting with the reader from beginning to end.

SILVER

AARP Bulletin, "Busting Medicare Fraud" by Jay Weaver, November 2009, AARP

Contact: James Toedtman

Phone: (202)434-3357

Email: jtoedtman@aarp.org

The author takes an often complex and dull subject and turns it into a captivating, informative piece. The article is organized, contains great examples and makes the reader want to know more.

BRONZE

AARP Bulletin, "Champion for Elder Justice" by Sean Gardiner, December 2009, AARP

Contact: James Toedtman

Phone: (202)434-3357

Email: jtoedtman@aarp.org

Excellent news story led by thorough reporting and background information. The focus on a high-profile case allows the author to touch on a serious—and often neglected—problem.



NEWSPAPERS:

Newswriting

GOLD

Catholic Health World, May 1, 2009, Catholic Health Association

Contact: Judy Van de Water

Phone: (314) 253-3506

Email: jvandewater@chausa.org

The whole package of articles is compelling and engaging. The leads are great, and the writing is so descriptive that it makes you feel as though you are right there. The quotes add a lot to the story and the sources chosen were spot on.

BRONZE

NSTA Reports, March 2009, National Science Teachers Association

Contact: Lynn Petrinjak

Phone: (703) 243-7100

Email: lpetrinjak@nsta.org

A complete package. The articles are timely and relevant to the audience. The sources and quotes chosen for the pieces add to the stories.

NEWSPAPERS:

Design Excellence

BRONZE

ADA News, American Dental Association

Contact: Laura Kosden

Phone: (312) 440-2790

Email: kosdenl@ada.org

ADA News succeeded in obtaining interesting and good quality reader-submitted photos and showcased those photos well.

NEWSPAPERS:

General Excellence

GOLD

Catholic Health World, Catholic Health Association

Contact: Judy Van de Water

Phone: (314) 253-3506

Email: jvandewater@chausa.org

More than any other entry in this category, the newspaper demonstrated genuine and authentic news reporting, writing and photography. Every article was well-researched and unbiased reporting, and the original photography gave the newspaper a very true feel. Producing a bi-monthly publication is no easy feat, and it is refreshing to see news reporting is still alive and well – the news reported represented a wide variety of topics.

SILVER

ACP Internist, American College of Physicians

Contact: Jennifer Kearney-Strouse

Phone: (800) 523-1546

Email: jkstrouse@acponline.org

Clean front-page design with nice “inside” box calling out inside stories. The artwork is nicely balanced on the front page. The paper features a nice breadth of coverage across topics of interest to internists. Compelling leads and excellent writing.

BRONZE

The ASHA Leader, American Speech-Language-Hearing Association

Contact: Marat Moore

Phone: (301) 296-8708

Email: mmoore@asha.org

Front-page contents column is a helpful guide for each issue. The content was rich throughout, with well-designed feature spreads. *The ASHA Leader* features a good organization of stories, including sidebars, with useful and relevant information.

NEWSLETTERS:

Newswriting

SILVER

Community Manager, Community Associations Institute

Contact: Cori Canady

Phone: (703) 797-6257

Email: ccanady@caionline.org

Useful information draws the reader in. The structure is good, and Community Associations Institute does a really good job of telling a story. Topics are very timely and full of information helpful and important for their audience to read about.

NEWSLETTERS:

Most Improved Newsletter to Newsletter

SILVER

Stages, California Dental Association

Contact: Jeanne Marie Tokunaga

Phone: (916) 554-5330

Email: jeannemarie.tokunaga@cda.org

Effectively combined and connected callouts, illustrations and other graphic elements with descriptive, catchy and concise editorial. By combining four newsletters into one, California Dental Association made great use of white space and preserved the definition of the four stages of practice.

BRONZE

The AIER Cost-of-Living Guide, American Institute for Economic Research

Contact: Jonathan Sylbert

Phone: (413) 528-1216

Email: sylbert@aier.org

Drastically improved readability with descriptive decks and introductions as well as use of space and color. The newsletter effectively transitioned full-page graphics and charts to more refined and functionally smaller graphics with captions.



NEWSLETTERS:
Most Improved Newsletter
to Magazine

BRONZE

**Cold Facts,
Global Cold Chain Alliance**

Contact: Tori Miller
Phone: (703) 373-4300
Email: tmiller@gcca.org

Successful integration of three newsletters into one wider-range of editorial content that appeals to a broader audience.

NEWSLETTERS:
Design Excellence

SILVER

Stages, California Dental Association

Contact: Jeanne Marie Tokunaga
Phone: (916) 554-5330
Email: jeannemarie.tokunaga@cda.org

An inviting, elegant, modern look. The newsletter incorporates great graphics throughout.

NEWSLETTERS:
General Excellence

GOLD

**Community Manager,
Community Associations Institute**

Contact: Cori Canady
Phone: (703) 797-6257
Email: ccanady@caionline.org

Community Manager is fresh and elegant with an inviting and fun design and interesting article topics. We particularly like the chair's message. All the little details were well thought-out.

SILVER

**ONS Connect,
Oncology Nursing Society**

Contact: Elisa Becze
Phone: (412) 859-6317
Email: ebecze@ons.org

Interesting story topics, good writing and made excellent use of photos.

BRONZE

Education Update, ASCD

Contact: Carole Hayward
Phone: (703) 575-5704
Email: chayward@ascd.org

Education Update has a clear, consistent design, with good use of art.

BOOKS:

Non-Technical Book

GOLD

**The American Cancer Society:
A History of Saving Lives,
American Cancer Society**

Contact: Len Boswell
Phone: (404) 929-6818
Email: len.boswell@cancer.org

An example of what a compelling history should be. Writing is outstanding and photos, layout and design are elegant and evocative.

SILVER

**What to Eat during Cancer Treatment,
American Cancer Society**

Contact: Len Boswell
Phone: (404) 929-6818
Email: len.boswell@cancer.org

Great concept links cancer symptoms to appealing recipes. It's clearly organized, bright, clear and readable. Surely, an easy to use for the target audience.

BRONZE

**Answers to Science Questions
From the Stop Faking It! Guy,
National Science Teachers Association**

Contact: Jennifer Horak
Phone: (703) 312-9238
Email: jhorak@nsta.org

Design achieves goal of making science easy to understand and fun for educators. Lively illustrations enhance clear text.

BRONZE

**Woman Cancer Sex,
Oncology Nursing Society**

Contact: Jeanette Kent
Phone: (412) 859-6246
Email: jkent@ons.org

Serious topic is handled with warmth, discretion and sensitivity. Very engaging and accessible.

BRONZE

**Man Cancer Sex,
Oncology Nursing Society**

Contact: Jeanette Kent
Phone: (412) 859-6246
Email: jkent@ons.org

The book's compelling use of storytelling helps couples address this sensitive topic. Extremely comprehensive.

BOOKS:

Technical Book

GOLD

**Local Planning, International City/
County Management Association**

Contact: Ann Mahoney
Phone: (202) 962-3643
Email: amahoney@icma.org

Book was comprehensive, clear and well-edited. The design enhances content in an elegant and organic way. The charts were uniform and easy to understand. The cover feels great and good photo-editing showed all aspects of urban planning.

SILVER

**Eloquent Science,
American Meteorological Society**

Contact: Beth Dayton
Phone: (857) 362-7506
Email: edayton@ametsoc.org

Surprisingly inventive approach to the subject; both graphically and editorially. Accessible and user-friendly with good graphic diversity despite only being in black and white. A strong, clean cover draws the reader in and lets them know what the book is all about.

SILVER

**Care of the Young Athlete,
American Academy of Pediatrics**

Contact: Holly Kaminski
Phone: (847) 434-4905
Email: hkaminski@aap.org

Both ambitious and professionally done; you can see how people would use it, as it is an in-depth examination and quick reference for readers. The text is broken up nicely with heads, illustrations and photos. Should have a place in every school where students participate in athletics.



BRONZE

Cultural Food Practices, American Dietetic Association

Contact: Krisan Matthews

Email: kmatthews@eatright.org

Beautifully designed cover compels you to read. Clean presentation and well-organized information. We like the multimedia tie-in with the CD. It's easy to see how dietitians can use this to help clients.

JOURNALS:

Feature Article

GOLD

Mathematics Teacher, "Algebra, Home Mortgages and Recessions" by Jean A. Miller Mariner and Richard A. Miller, December 2009/ January 2010, National Council of Teachers of Mathematics

Contact: Joanne Hodges

Phone: (703) 620-9840

Email: jhodges@nctm.org

The article helps kids understand algebra in a context to show why the topic matters. Very good research, like a light shining on how to actually make it matter to students, applicable. Timely.

SILVER

Journal of College Science Teaching, "Incorporating Authentic Scientific Research in an Introductory" by Prajukti Bhattacharyya, September/October 2009, National Science Teachers Association

Contact: Caroline Barnes

Phone: (703) 312-9207

Email: cbarnes@nsta.org

Well developed. The article is targeted to its audience, offering practical information and examples with real takeaways for the teachers. It well-documents with good research, and includes tables and other visuals to help clarify the topic. It's research, but it's practical, useful.

SILVER

Young Children, "Phonological Awareness is Child's Play!" by Hallie Kay Yopp, Ph.D and Ruth Helen Yopp, Ph.D., January 2009, National Association for the Education of Young Children

Contact: Jack Zibulsky

Phone: (202) 232-8777

Email: jzibulsky@naeyc.org

Lively, appealing, and provocative lead sentences, both in the main body copy and in the sidebars. The subheads facilitate any reader to grab bite size bits.

BRONZE

Journal of Athletic Training, "Head Impacts During High School" by Steven P. Broglio, PhD, ATC; Jacob J. Sosnoff, PhD; SungHoon Shin, MS; Xuming He, PhD; Christopher Alcaraz, MD; Jerrad Zimmerman, MD, August 2009, National Athletic Trainers' Association

Contact: Melanie Dolechek, Allen Press

Phone: (785) 843-1234

Email: mdolechek@allenpress.com

Very fine, thorough scholarship use. Great use of graphics. Writing is clear, concise, precise. The densely technical nature of the subject seems broken out well, and the subject and the angle taken on the subject appear thought through.

JOURNALS:

Most Improved

GOLD

Pediatrics, American Academy of Pediatrics

Contact: Diana Cook

Phone: (847) 434-4000

Email: dcook@aap.org

Dramatic improvement in ease of readability, aided by color keys. The redesign has a thoughtful reorganization of content.

SILVER

Studies in Art Education, National Art Education Association

Contact: Lynn Ezell

Phone: (703) 860-8000

Email: lezell@arteducators.org

The bigger size aids in readability and functionality. *Studies in Art Education* underwent subtle but dramatic changes with the single color limitation.

BRONZE

Teaching Children Mathematics, National Council of Teachers of Mathematics

Contact: Andrew Hanelly, TMG

Phone: (202) 331-7700

Email: andrew@tmgcustommedia.com

Lively and colorful redesign engages the reader.

JOURNALS:

Design Excellence

GOLD

Journal of the California Dental Association, California Dental Association

Contact: Jeanne Marie Tokunaga

Phone: (916) 554-5330

Email: jeannemarie.tokunaga@cda.org

Clean, sophisticated design with approachable navigation. Clean table-of-contents treatment.

SILVER

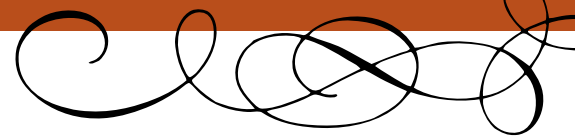
Pediatrics, American Academy of Pediatrics

Contact: Diana Cook

Phone: (847) 434-4000

Email: dcook@aap.org

Eminently clean and navigable. It presents a large amount of information in a user-friendly manner.



JOURNALS: Cover Illustration

BRONZE

The Journal of the American Dental Association, March 2009, American Dental Association

Contact: Laura Kosden
Phone: (312) 440-2790
Email: kosdenl@ada.org

The cover illustrates compelling subject matter through well-planned imagery. The overall look of the cover is clean and concise.

JOURNALS: General Excellence

GOLD

Journal of the California Dental Association, California Dental Association

Contact: Jeanne Marie Tokunaga
Phone: (916) 554-5330
Email: jeannemarie.tokunaga@cda.org

Clean, beautiful design. Good connection between cover, content and design with well-designed tables. Best “feel” (great paper)!

BRONZE

Project Management Journal, Project Management Institute

Contact: Donn Greenberg
Phone: (610) 356-4600
Email: donn.greenberg@pmi.org

Easy to navigate and read with wonderful openings.

ONLINE PUBLISHING: Website – Redesign

GOLD

www.ArtsMarketing.org, Americans for the Arts

Contact: Kirsten Hilgeford
Phone: (202) 371-2830
Email: khilgeford@artsusa.org

Huge improvement over the old site. There are many interesting features on the site, both in terms of design and functionality. The placement and nature of the main navigation is original. Overall, it captures the spirit of the audience well.

SILVER

www.apa.org, American Psychological Association

Contact: Kim Mills
Phone: (202) 336-5901
Email: kmills@apa.org

The website is very user-friendly, providing many ways to get the information it contains. The site is an improvement over the old site, which already had a solid foundation—however this version is cleaner, better organized, and its use of images is quite effective.

BRONZE

American Pediatric Surgical Association Website, American Pediatric Surgical Association

Contact: Jill Hronek, Sherwood Group, Inc.
Phone: (847) 480-9080
Email: jhronek@sherwood-group.com

Offering a good use of color and images, as well as easier opportunities for member engagement, the website illustrates a significant improvement over its predecessor.

ONLINE PUBLISHING: Website – Special Members Area

GOLD

www.freemason.org, Masons of California

Contact: Angel Alvarez-Mapp
Phone: (415) 292-9115
Email: amapp@freemason.org

The team felt the special members area was focused, clean and well designed. The content was well edited and captured our attention, while being easy to use. This was a detailed and well organized site with a clean, attractive look.

SILVER

American Dental Association International Volunteer Website, American Dental Association, Division of Global Affairs

Contact: Helen Cherrett
Phone: (312) 440-2790
Email: cherretth@ada.org

The website’s mission is well thought out and clearly portrayed to its members. The content is detailed and informative. The graphics increase interest within the site.

ONLINE PUBLISHING: Website – Editorial Excellence

GOLD

Educational Leadership Online, ASCD

Contact: Tim Ito
Phone: (703) 578-9600
Email: tito@ascd.com

Overall, the editorial content on the website was put together well and organized. ASCD clearly knows who their audience is. The information was easy to read, clear, concise and lived up to every aspect of the criteria set forth.

SILVER

www.arthritistoday.org, Arthritis Foundation

Contact: Bryan Vargo
Phone: (404) 965-7672
Email: bvargo@arthritis.org

The editorial content of *Arthritis Today* was not only well organized on the site and easy to find, but it was clear, concise and easy to find in few clicks. It’s clear the audience was the number one thought.

BRONZE

Habitat for Humanity’s Carter Work Project, Habitat for Humanity International

Contact: Shala Carlson
Phone: (404) 420-6799
Email: scarlson@habitat.org

Editorial content was logically organized and complete.

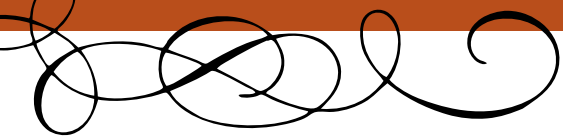
ONLINE PUBLISHING: Website – Design Excellence

GOLD

www.freemason.org, Masons of California

Contact: Angel Alvarez-Mapp
Phone: (415) 292-9115
Email: amapp@freemason.org

Visually, this one grabbed us. We liked the creative use of pull quotes to draw the visitor in and convey the California Masons’ message. The imagery shows the Masons know their audience, featuring an iconic image associated with Masons, used in a fresh way.



SILVER

Pause: Your Complete Guide to Midlife Health, American College of Obstetricians and Gynecologists

Contact: Amanda Hall
Phone: (202) 484-3321
Email: ahall@acog.org

The website was well organized and visually appealing, especially the home page. It featured a simple, unhurried design, with a great mix of expert and cohort content, ranging from doctors available to answer questions to stories from women experiencing menopause.

BRONZE

Habitat for Humanity Website, Habitat for Humanity International

Contact: Shala Carlson
Phone: (404) 420-6799
Email: scarlson@habitat.org

Habitat for Humanity's website is attractive, easy to navigate, and cohesive in terms of content. It is built, in part, through video and pictures submitted by participants. Very creative and gutsy, as participant content can be uneven in quality. They made good choices.

ONLINE PUBLISHING: Website — General Excellence

GOLD

www.healthychildren.org, American Academy of Pediatrics

Contact: Holly Kaminski
Phone: (847) 434-4905
Email: hkaminski@aap.org

The website is easily the GOLD winner because it is instantly warm and inviting. The elegant type design, excellent use of color and white space, and appropriate graphics make it very easy to read and navigate. The website provides a tremendous amount of information and access in a variety of ways. Hands down, this website is well done and deserving of this award among many other super stars.

SILVER

www.diabetes.org, American Diabetes Association

Contact: Emily Mackowiak, Siteworx, Inc.
Phone: (703) 964-1700
Email: emily@siteworx.com

The ADA has delivered a gem. If providing content to the end users in the most efficient and logical manner, this site is a star among stars. The website delivers on many of the promises in the organization's mission, including: fund raising, delivering services, and providing objective and credible information. It communicated these well in a pleasing, well organized and elegant manner. The clean look and feel, use of white space and ease of navigation makes this site so user friendly, despite offering a ton of content.

BRONZE

www.nbaa.org, National Business Aviation Association

Contact: Amy Freed-Stalzer
Phone: (202) 783-9261
Email: astalzer@nbaa.org

The website was very well designed and executed serving several different audiences. This site scored highly in all categories and offers a ton of information in a well organized manner. Good integration of type and imagery below the top level keeps interest. Large eye-catching images in the home page pull you into the content. Overall a great site.

ONLINE PUBLISHING: Electronic Newsletter — General Excellence

GOLD

ASCD Express, ASCD

Contact: Carole Hayward
Phone: (703) 575-5704
Email: chayward@ascd.org

The judges agreed, when they first opened *ASCD Express* their first reaction was "Wow, this is a good publication." The e-newsletter is a nice blend of content and graphics. The editorial content spoke to its audience, because of its relevancy and logical run. The length of pieces and overall newsletter was planned well for a bi-monthly.

SILVER

Community Post, Project Management Institute

Contact: Donn Greenberg
Phone: (610) 356-4600
Email: donn.greenberg@pmi.org

PMI delivered. *Community Post* has the community feel, with relevant and topical news pieces, links to blogs and other news articles and even a suggestion box, inviting members to tell the publishers exactly what they are looking for in the newsletter. The stories that were spurred via the readers suggestions were marked as such—letting readers know their voices are heard. Great e-newsletter.

BRONZE

The Leader, Masons of California

Contact: Angel Alvarez-Mapp
Phone: (415) 292-9115
Email: amapp@freemason.org

The Leader, published by the Mason of California was very clean-cut and to the point. It really captured the feeling of "less is more," and did not overwhelm readers with lengthy features. *The Leader* kept a consistent flow with the overall look and feel of the Mason of California homepage, and other publications, letting readers know they are in the right spot at all times, giving them an important sense of familiarity and comfort.

ONLINE PUBLISHING: Blog

GOLD

Speaking of Real Estate, National Association of REALTORS®

Contact: Kelley Quigley
Phone: (312) 329-8378
Email: kquigley@realtors.org

Speaking of Real Estate garnered many comments from readers and really started the conversations. As a public forum, one of the main goals of a blog, *Speaking of Real Estate* creates the feeling of community and engagement top-notch.



SILVER

Inservice, ASCD

Contact: Carole Hayward

Phone: (703) 575-5704

Email: chayward@ascd.org

Inservice was aesthetically pleasing, and had great flow. It was updated very frequently, another characteristic of a blog we felt was important. Any reader could visit at virtually anytime, and find relevant news and conversations of significance to their work. News never stops. It was the timeliness, organization and daily dedication that won *Inservice* the silver award.

BRONZE

NAFSA Blog, NAFSA: Association of International Educators

Contact: Gordon Withers

Phone: (202) 737-3699

Email: gordonw@nafsa.org

The NAFSA blog was engaged and carried good conversation among its readers. The overall appearance and blending of graphics and editorial worked very well.

ONLINE PUBLISHING:

Podcasts

GOLD

Robots for Real, IEEE

Contact: Susan Hassler

Phone: (212) 419-7556

Email: s.hassler@ieee.org

NPR quality. Opening sounds are provocative. With the enhanced quality of podcasts, you have to edit the audio as tightly as you would a text. IEEE did this – excellent execution and delivery. The podcasts are integrated perfectly with the website content.

ONLINE PUBLISHING:

Online Directory/Buyers Guide

GOLD

AAJ Public Member Directory, American Association for Justice

Contact: Marcus Underwood, Naylor Publications, Inc.

Phone: (770) 576-4966

Email: munderwood@naylor.com

Excellent online directory worthy of the gold EXCEL award. The main purpose of an online directory is speed and functionality, and the *AAJ Directory* excels in both. In addition, the design and organization works well and allows the user to clearly read all the information. The overall design of the page and good use of type and color also make this a winner.

ONLINE PUBLISHING:

Online Publishing Innovation

GOLD

The Boy Scout Handbook, 12th Edition, Boy Scouts of America

Contact: Dan Buckhout

Phone: (972) 580-2000

Email: dan.buckhout@scouting.org

The mobile application provides a great way to capture the attention of the next generation of scouts and engages the intended audience in an effective and inventive manner. Easy to use and read. It's user-friendly design, both for scouts and scout masters. The mobile application is a great new twist on a time-tested resource.

SILVER

MOVE Online, American Association of Motor Vehicle Administrators

Contact: Katelyn Wyszynski

Phone: (703) 522-4200

Email: kwyszynski@aamva.org

The creative approach strikes a good balance and achieves its desired effect. The embedded video is effective; it has striking and appropriate images, a good use of color and solid content. The overall use of the digital edition is very clever, but not overdone.

BRONZE

"Beyond Boundaries:" The 2008 ASCD Annual Report and Timeline

Contact: Gary Bloom

Phone: (703) 575-5715

Email: gbloom@ascd.org

ASCD offers a truly innovative and fresh approach to putting together an annual report, typically not the most engaging of documents, to provide a fresh and new approach with a good mix of media.

MAGAZINES:

Redesign – 50,000 or fewer

GOLD

The Conference Review Board, The Conference Board

Contact: Riley Bandy, Imagination Publishing

Phone: (312) 887-1000

Email: rbrandy@imaginepub.com

The Conference Review Board rose to the top of the category and showed definite improvement, while maintaining the publication's identity with readers. Design is clean, sophisticated and bold and the redesign results produced a more modern, professional, easy-to-read publication.

SILVER

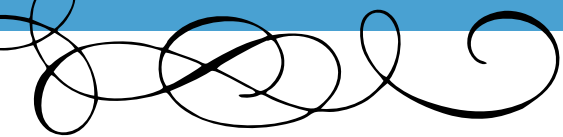
JPM, Institute of Real Estate Management

Contact: Tulie O'Connor

Phone: (312) 329-6049

Email: toconnor@irem.org

The exterior transformation of the cover is engaging and attractive. The section headings and footers combine visual appeal with "usability". Design incorporates content. Congrats for retaining the best of the previous design (notably readability) while advancing the look by eliminating boxes and borders.



BRONZE

ASID Icon, The American Society of Interior Designers

Contact: Debra Bates-Schrott, Bates Creative Group, LLC

Phone: (301) 495-8844

Email: debbie@batescreativegroup.com
Redesign reflects an admirable attempt to push the envelope, from its eye-catching cover to its creative feature layouts. The illustrations and photos emphasize the details of products, a clear new benefit for the magazine's readership.

BRONZE

Parks & Recreations, National Recreation & Parks Association

Contact: Bono Mitchell, BonoTom Studio, Inc.

Phone: (703) 276-0612

Email: bono@bonotom.com

The new redesign frames and presents content for readers in a compelling flow. The images are well-chosen and supported by color choices, which create consistency – well done!

MAGAZINES:

Redesign – more than 50,000

GOLD

Sport Aviation, Experimental Aircraft Association

Contact: Debra Bates-Schrott, Bates Creative Group, LLC

Phone: (301) 495-8844

Email: debbie@batescreativegroup.com
From cover, to table of contents, to feature spreads, it's achieved a precise and beautiful redesign. Overall, the magazine went from a catalogue feel to that of a genuine readable monthly.

SILVER

Communications of the ACM, Association for Computing Machinery

Contact: Diane Crawford, Executive Editor

Phone: 212-869-7440

Email: crawfordd@hq.acm.org

Shift in look and feel is astounding. Before redesign, there was little of note about the publication. After the redesign, it truly comes off as well laid-out and interesting. From the crisp look of table of contents to clean design and effective use of white space, the publication has truly adapted to its membership.

BRONZE

AAUW Outlook, AAUW

Contact: Rebecca Lanning

Phone: (202) 785-7788

Email: lanningr@aauw.org

AAUW Outlook made an astounding leap forward with this redesign. It's clean and the photography is greatly improved. The move from mainly two columns to a more sophisticated grid allows for improved consistency.

MAGAZINES:

Design Excellence – 20,000 or fewer

GOLD

Perspective, International Interior Design Association

Contact: Riley Bandy, Imagination Publishing

Phone: (312) 887-1000

Email: rbandy@imaginepub.com

Great innovative cover. Excellent use of typography and illustration. The perfect fit for the audience.

SILVER

Leader's Edge, The Council of Insurance Agents & Brokers

Contact: Rick Pullen

Phone: (202) 783-4400

Email: rick.pullen@LeadersEdge

Magazine.com
Leader's Edge holds your interest and is very creative. The columns are "on the edge."

BRONZE

Tufts Veterinary Medicine, Tufts University Alumni Association

Contact: Kelly McMurray, 2COMMUNIQUE

Phone: (941) 366-1988

Email: Kelly@2communique.com

Cohesive design throughout the magazine. Good use of white space and structure.

MAGAZINES:

Design Excellence – 20,001 to 100,000

GOLD

Suffolk Alumni Magazine, Suffolk University Alumni Association

Contact: Kaajal Asher

Phone: (617) 994-6489

Email: kasher@suffolk.edu

The *Suffolk Alumni* has great continuity and a fresh take on design. Great job of treating each article as a whole in the design and managing pullouts that really works with the text.

SILVER

Associations Now, ASAE & The Center for Association Leadership

Contact: Beth Lower

Phone: (202) 626-2736

Email: blower@asaecenter.org

Artwork is surprising and delightful. Specifically, art in "A CEO's Honor" from the March 2009 issue, is unexpected and a contrast to one-subject matter. The magazine does a good job managing a large amount of advertisements.

BRONZE

One+, Meeting Professional International

Contact: Jessica States

Phone: (972) 702-3025

Email: jstates@mpiweb.org

Edgy, modern, and exciting. *One+* speaks to a younger generation.



MAGAZINES:

Design Excellence – more than 100,000

GOLD

Trout, Trout Unlimited

Contact: Steve Kinsella
Phone: (651) 647-1545
Email: skinsella@tu.org

This publication exemplifies the idea that magazines are pleasure vehicles. It's inviting, from its cover to the photography and use of fonts and layout.

GOLD

Sport Aviation, Experimental Aircraft Association

Contact: Debra Bates-Schrott, Bates Creative Group, LLC
Phone: (301) 495-8844

Email: debbie@batescreativegroup.com
Each issue provides the audience with a curatorial experience. The content has been carefully positioned in a format that is entertaining and educational.

SILVER

The Penn Stater, Penn State Alumni Association

Contact: Tina Hay
Phone: (814) 865-2709
Email: tinahay@psu.edu

Prime example of good cover graphics meshing well with the content of articles. The people photography is superb. Job well done!

MAGAZINES:

Cover Illustration

GOLD

The Rotarian, January 2010, Rotary International

Contact: John Rezek
Phone: (847) 866-3240
Email: john.rezek@rotary.org

Beautifully executed, especially since double meaning headlines are hard to do. The judges enjoyed the contrast between the "what a mess" headline and the clean cover design.

BRONZE

Associations Now, September 2009, ASAE & The Center for Association Leadership

Contact: Ana Maria Rivera-Pramuk
Phone: (202) 626-2707
Email: arivera-pramuk@asaecenter.org

Good use of color captures the spirit of community. The cover has a nice way of incorporating all the design elements.

MAGAZINES:

Cover Photography

GOLD

IEEE Spectrum, January 2009, IEEE

Contact: Susan Hassler
Phone: (212) 419-7556
Email: s.hassler@ieee.org

Beautiful, arresting photo that immediately makes the reader want to learn more. The detailed photo is clear and the tone is dramatic.

BRONZE

Independent Agent, June 2009, Independent Insurance Agents & Brokers of America

Contact: Andrew Hanelly, TMG
Phone: (202) 331-7700
Email: andrew@tmgcustommedia.com

Independent Agent has a provocative and eye-catching cover with great colors, prompting the reader to find out more.

MAGAZINES:

Cover Photo-Illustration

GOLD

Principal, November/December 2009, National Association of Elementary School Principals

Contact: Andrew Hanelly, TMG
Phone: (202) 331-7700
Email: andrew@tmgcustommedia.com

The message is clean, simple and eye-catching, with zero room for misinterpretation (a goal that's easy to state but hard to meet). The multi-part apple plays well with both the theme of the magazine and of the story. Using just four words to promote the story gives added punch.

SILVER

Leader's Edge, March 2009, The Council of Insurance Agents & Brokers

Contact: Rick Pullen
Phone: (202) 783-4400
Email: rick.pullen@LeadersEdgeMagazine.com

Superb integration of photo image with graphic design. Viewers are drawn to the winning smile and body language (and jewelry) of the subject through juxtaposition of a lively black and white motif. The cover offers a universal invitation to open the magazine and read about this person and the composition is enhanced by thematically floral type face.

BRONZE

Electrical Contractor, November 2009, National Electric Contractor Association

Contact: Bono Mitchell, BonoTom Studio, Inc.
Phone: (703) 276-0612

Email: bono@bonotom.com
The treatment and expert use of digital technology send an instant message about the essential tools readers find "handy". *Electrical Contractor* instantly engages the reader and the modern look pushed the envelope.

MAGAZINES:

Most Improved – 50,000 or fewer

GOLD

The Higher Education Workplace, CUPA-HR

Contact: Missy Kline
Phone: (865) 637-7673
Email: mkline@cupahr.org

The complete overhaul (home, grid, layout) took a journal look and feel, to a clean and professional magazine.

SILVER

ASID Icon, American Society of Interior Designers

Contact: Jennifer Lipner
Phone: (202) 675-2363
Email: jlipner@asid.org

The redesign speaks to the membership in terms of paper, layout and aesthetics – the perfect response to their community.



BRONZE

Public Management, International City/County Management Association

Contact: Ann Mahoney

Phone: (202) 962-3643

Email: amahoney@icma.org

This is the guest star on the new TV show: Complete Overhaul. The re-designed publication incorporates a modern design.

BRONZE

Roadmap Through the Recession, Society for Maintenance & Reliability Professionals

Contact: Erin Quinn

Phone: (703) 610-1260

Email: equinn@smrp.org

Significant evolution of overall layout. The association took this from a desktop publishing look to magazine caliber.

MAGAZINES:

Most Improved – more than 50,000

GOLD

Scouting, Boy Scouts of America

Contact: Scott Daniels

Phone: (972) 580-2365

Email: sdaniels@netbsa.org

Scouting improved by leaps-and-bounds with its content makeover and redesign. Every page of the updated magazine has a takeaway. The headlines are short and punchy and the captions tell stories to complement photos.

SILVER

Sport Aviation, Experimental Aircraft Association

Contact: Debra Bates-Schrott, Bates Creative Group, LLC

Phone: (301) 495-8844

Email: debbie@batescreativegroup.com

Sport Aviation significantly upgraded its content and design. Smart editorial planning is evident in the sidebars and infographics complement feature articles. The standing columns demonstrate improved writing and organization.

MAGAZINES:

Single-Topic Issue – 20,000 or fewer

GOLD

Health Progress, November/December 2009, Catholic Health Association

Contact: Judy Van de Water

Phone: (314) 253-3506

Email: jvandewater@chausa.org

Issue clearly devotes its energy to the progression of ideas in each article. The articles were thorough, writing was well done, and the research conducted on each article was clear. The graphics and photos tied in well to each story idea, so a reader could consistently page through the issue and understand the theme of the issue.

SILVER

Independent School, Winter 2009, National Association of Independent Schools

Contact: Edward Hoyt

Phone: (202) 973-9771

Email: hoyt@nais.org

Great, lively and engaging writing pulls the readers into the stories. The scope and breadth of the topic is clearly well-covered and researched; the design pushes the envelope.

BRONZE

The Wildlife Professional Special Education Package, Winter 2009, The Wildlife Society

Contact: Lisa Moore

Phone: (301) 897-9770

Email: lmoore@wildlife.org

Solid, in-depth coverage presented in an easy-to-follow format. The issue has a nice use of applying special topic to content of regular features and departments.

MAGAZINES:

Single-Topic Issue – 20,001 to 100,000

GOLD

ASCA School Counselor, November/December 2009, American School Counselor Association

Contact: Kathleen Rakestraw

Phone: (703) 864-8734

Email: krakestraw@adironack-inc.com

Excellent guidance on a timely issue. Covers the topic with additional information, in pull quotes and calls to actions, with a consistent look and feel throughout.

SILVER

Common Ground, September/October 2009, Community Associations Institute

Contact: Cori Canady

Phone: (703) 797-6257

Email: ccanady@caionline.org

Creative use of history. The feature design enhances issue topic. Excellent use of typeface and illustration.

BRONZE

Associations Now, May 2009, ASAE & The Center for Association Leadership

Contact: Lisa Junker

Phone: (202) 626-2732

Email: ljunker@asaecenter.org

Inventive approach to single topic issue. The icons throughout the issue are an excellent reinforcement of single topic.

MAGAZINES:

Single-Topic Issue – more than 100,000

GOLD

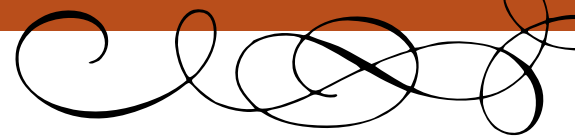
IEEE Spectrum, June 2009, IEEE

Contact: Susan Hassler

Phone: (212) 419-7556

Email: s.hassler@ieee.org

This issue has great information. Taking one question, the issue explored the topic from every angle. From the fantastic, detailed charts, to beautiful illustrations, the magazine is visually stunning. IEEE Spectrum could easily appeal to any reader, whether they are in the industry or not. This issue is the best-of-the-best and if we could, we would have awarded gold, silver and bronze!



MAGAZINES:

Column

GOLD

Legal Management, "Cash for my Clunker? Not so Fast" by John M. Delavan, September 2009, Association of Legal Administrators

Contact: John Delavan

Email: jdelavan@alanet.org

Sharp, tight writing enhanced the column about the recession and is spot-on with where members' minds should be right now.

SILVER

The Science Teacher, "Do Cell Phones Really Harm the Brain?" by Stephanie Liberatore, March 2009, National Science Teachers Association

Contact: Stephanie Liberatore

Phone: (703) 312-9239

Email: sliberatore@nsta.org

A great example of writing for a specific audience, complete with the extensive research and background information that an audience of teachers will respond to and appreciate.

BRONZE

One+, "Reboot Your Brain" by Jonathan Bradshaw, November 2009, Meeting Professional International

Contact: Jessica States

Phone: (972) 702-3025

Email: jstates@mpiweb.org

The life of a meeting professional is all about to-do lists. This column set up a situation and gave readers a check-off list to address it. Well done.

BRONZE

Administrative Eyecare, "How to Blow Up Your Ophthalmic Career in 15 Easy Steps" by John B. Pinto, Summer 2009, American Society of Ophthalmic Administrators

Contact: Karen Krzmarzick

Phone: (703) 383-5716

Email: karen@asoa.org

This column really addressed an issue and provided answers. Sounds simple, but it's less common that you would think in this type of writing.

MAGAZINES:

Editorial

GOLD

BizEd, "Six Little Words Say It All" by Shannon Shim, September/October 2009, AACSB International - The Association to Advance Collegiate Schools of Business

Contact: Tricia Bisoux

Email: tbisoux@sbcglobal.net

Engaging, enjoyable editorial. It uses the idea of six-word autobiographies to make a larger point about future leaders in the management education field as well as the dangers of oversimplifying a complex concept. Even the six-word title fit in cleverly with the overall theme of the article.

SILVER

Journal of College Science Teaching, "Goody-Gosh" by Ann Cutler, January/February 2009, National Science Teachers Association

Contact: Caroline Barnes

Phone: (703) 312-9207

Email: cbarnes@nsta.org

Excellent use of personal stories to illustrate the editorial's central points about inquiry learning and self-directed learning. The author's strong opinions come through clearly despite the complexity of the topic being addressed.

BRONZE

NEA Today, "What's in an A?" by Paul Barnwell, January/February 2009, National Education Association

Contact: Mary Ellen Flannery

Phone: (202) 822-7207

Email: mflannery@nea.org

Strongly stated opinion piece informed by the author's personal background and experience, presented in a creative test format that complements his central arguments.

MAGAZINES:

Feature Story Design —
Less than 50,000

GOLD

Independent School, "Surviving and Thinking in Hard Times", Summer 2009, National Association of Independent Schools

Contact: Andrew Hanelly, TMG

Phone: (202) 331-7700

Email: andrew@tmgcustommedia.com

Nice combination of art and typography to further the story. The pieces have consistent design throughout with an original choice of colors.

SILVER

Business Officer, "Green Cuisine", June/July 2009, National Association of College & University Business Officers

Contact: Dorothy Wagener

Phone: (202) 861-2503

Email: dorothy.wagener@nacubo.org

Great combination of art, charts and text. Excellent use of white space, pull quotes and photo illustration.

BRONZE

Leader's Edge, Obama, O'Canada, Oh No!", September 2009, The Council of Insurance Agents & Brokers

Contact: Rick Pullen

Phone: (202) 783-4400

Email: rick.pullen@

LeadersEdgeMagazine.com

Creative integration of art and text — excellent illustrations.

MAGAZINES:

Feature Story Design —
More than 50,000

GOLD

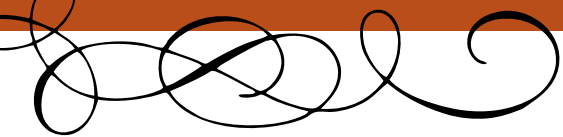
Scouting, "Fat Chance", September/October 2009, Boy Scouts of America

Contact: Scott Daniels

Phone: (972) 580-2365

Email: sdaniels@netbsa.org

Design contributes to main topic of the story. The sidebars are very inviting and chockfull of information and the article has an effective right-hand page opener, which is a clever way to tie it all together.



SILVER

IEEE Spectrum, "The Death of Business-Method Patents", March 2009, IEEE

Contact: Susan Hassler

Phone: (212) 419-7556

Email: s.hassler@ieee.org

Topic became part of the design and made a dry topic approachable. Very clever.

BRONZE

Suffolk Alumni Magazine, "The Cran-bassador", Summer/Spring 2009, Suffolk University Alumni Association

Contact: Andy Levinsky

Phone: (617) 994-6487

Email: alevinsk@suffolk.edu

Bold spread with sophisticated photos. The piece embraced a great headline and made it part of the design.

MAGAZINES:

Feature Article – 10,000 or fewer

GOLD

Funworld, "From the Runway to the Midway" by Jeremy Schoolfield, June 2009, International Association of Amusement Parks & Attractions

Contact: Amanda Charney

Phone: (703) 299-5763

Email: acharney@iaapa.org

Clever, compelling lead draws readers into a very detailed and well-sourced (yet still tightly edited) feature story. The article answers questions that *Funworld's* readers would naturally ask. Excellent example of the right way to do a trend-based feature story.

SILVER

The Wildlife Professional, "Getting Out the Oil" by Dave Jessup and Michael Ziccardi, Summer 2009, The Wildlife Society

Contact: Lisa Moore

Phone: (301) 897-9770

Email: lmoore@wildlife.org

Fascinating, well-written look at a complex scientific topic. The sidebar on Olive, a wild otter that benefitted from the new oil removal techniques, brings a wonderful "human" element to article.

BRONZE

International Educator, "Beyond Stereotypes in Education Abroad" by Susan Ladika, March/April 2009, NAFSA: Association of International Educators

Contact: Christopher Murphy

Phone: (202) 737-3699

Email: chrism@nafsa.org

Article offers a multifaceted look at education abroad, illustrated with moving personal stories from diverse sources.

MAGAZINES:

Feature Article – 10,001 to 20,000

GOLD

Leader's Edge, "Dark Side of the Fantasy Factor" by Becky Squires, October 2009, The Council of Insurance Agents & Brokers

Contact: Rick Pullen

Phone: (202) 783-4400

Email: rick.pullen@

LeadersEdgeMagazine.com

The article found the "sexy" in insurance while still informing the reader. Addition of sidebars kept the piece entertaining. Lead was strong and subject is familiar, but angle is eye-opening. A fun and entertaining read. Fluid movement between points within piece. The article is well-crafted. In thinking about what the assignment was and how the writer got to this point, we agree it is creative and inspired.

SILVER

Scrap, "Surviving on Scrap" by Mridu Khullar, September/October 2009, Institute of Scrap Recycling Industries

Contact: Rachel Pollack

Phone: (202) 662-8543

Email: rachelpollack@scrap.org

This piece gives an engaging, detailed look in to this association's subject matter in a different culture. A solid human interest story, and the facts and history tie it to back to industry nicely. Well-researched and nicely written. This covers an issue with social consequence that is related to what members do on a daily basis.

BRONZE

Scrap, "Turf Wars" by Marc Hequet, March/April 2009, Institute of Scrap Recycling Industries

Contact: Rachel Pollack

Phone: (202) 662-8543

Email: rachelpollack@scrap.org

Outstandingly researched. Objective look at a specific controversy within the industry. Subject matter is of interest to niche portion of readers but also broader readership.

MAGAZINES:

Feature Article – 20,001 to 50,000

GOLD

The Science Teacher, "Hurricane Katrina: A Teachable Moment" by Peggy Bertrand, October 2009, National Science Teachers Association

Contact: Stephanie Liberatore

Phone: (703) 312-9239

Email: sliberatore@nsta.org

The piece stood out for its great story and application of physics to real life. It has a strong human interest with an engaging lead.

SILVER

Eye Net, "Wounds of War: Military Ophthalmologists Help Soldiers Rebuild Lives" by Denny Smith, October 2009, American Academy of Ophthalmology

Contact: Denny Smith

Phone: (415) 561-8500

Email: dsmith@aaao.org

Very timely. Strong human interest, which shows how ophthalmology is being affected by current conflicts. The article suggests clear areas of future ophthalmic research and is still understandable to readers who are not ophthalmologists.



BRONZE

Business Officer, "Green Cuisine" by Karla Hignite, June/July 2009, National Association of College & University Business Officers

Contact: Dorothy Wagener

Phone: (202) 861-2503

Email: dorothy.wagener@nacubo.org

A hot topic in the news and with college-age students. The article makes a strong business case for green cuisine and includes a helpful resource box and an interest-grabbing sidebar.

MAGAZINES:

Feature Article – 50,001 to 100,000

GOLD

AGD Impact, "Bad to the Bone?" by Eric K. Curtis, DDS, MAGD, September 2009, Academy of General Dentistry

Contact: Cathy McNamara

Phone: (312) 440-4116

Email: cathy.mcnamara@agd.org

"Bad to the Bone" was an excellent conversational treatment of a very technical subject. Judges were drawn in by the opening story, the article's flow and the frank retelling of a dental nightmare.

SILVER

Suffolk Alumni Magazine, "The Cran-bassador" by Pamela Reynolds, Summer/Spring 2009, Suffolk University Alumni Association

Contact: Andy Levinsky

Phone: (617) 994-6487

Email: alevinsk@suffolk.edu

The judges found "The Cran-bassador" clever and humorous. The profile also offered a point beyond its immediate subject, making it universally interesting.

BRONZE

Units, "Look Who's Talking: Managing Your Online Reputation" by Jeffrey Lee, October 2009, National Apartment Association

Contact: Jeffrey Lee

Phone: (703) 797-0647

Email: jeffreylee@naahq.org

"Look Who's Talking" provided useful information the association's members could immediately put into action. The

feature used pertinent and specific narrative examples of why they should be paying attention to the online reputation of the apartment communities they manage.

MAGAZINES:

Feature Article – more than 100,000

GOLD

The Rotarian, "Nowhere to Go" by Rose George, January 2010, Rotary International

Contact: John Rezek

Phone: (847) 866-3240

Email: john.rezek@rotary.org

The writer brought a fascinating approach to what could have been a very routine subject. While the subject of water and sanitation is hardly a sexy topic, the presentation was very engaging. A strong and effective lead got the story off to an excellent start, and an accompanying sidebar recounted the history of public toilets.

SILVER

The Penn Stater, "Who Killed Betsy Aardsma?" by Vicki Glembocki, September/October 2009, Penn State Alumni Association

Contact: Tina Hay

Phone: (814) 865-2709

Email: tinahay@psu.edu

Incorporating the perspective, decades later, of a person fascinated with a college-campus killing is one of the techniques the writer used to make this story a compelling read. The article is well written, appears to be thoroughly researched, and displays an incredible attention to detail.

BRONZE

NEA Today, "Born in the USA" by Mary Ellen Flannery, January/February 2009, National Education Association

Contact: Mary Ellen Flannery

Phone: (202) 822-7207

Email: mflannery@nea.org

This story shows a growing national trend through the example of Crete, Nebraska. A good lead, combined with an engaging writing style, sustains reader interest. The judges liked the insertion of myths and

the related facts in the body of the article; the author used anecdotes and people to effectively emphasize the points.

MAGAZINES:

General Excellence – 10,000 or fewer

GOLD

Conservation, Society for Conservation Biology

Contact: Kathryn Kohm

Phone: (206) 685-4724

Email: kkohm@u.washington.edu

Excellent editorial. The headlines and articles are concise. The publication has a beautiful marriage of editorial and art. Very striking and well-branded.

SILVER

Forum, Association Forum of Chicagoland

Contact: Heather Swink

Phone: (312) 924-7031

Email: swink@associationforum.org

Superior editorial content for readership with an appropriate balance of design and content. The magazine has a good connection of headlines and features.

BRONZE

Speaker, National Speakers Association

Contact: Barbara Parus

Phone: (480) 968-2552

Email: barbara@nsaspeaker.org

Good use of creative elements in features. *Speaker* knows its audience and is easy to navigate.

MAGAZINES:

General Excellence – 10,001 to 20,000

GOLD

Leader's Edge, The Council of Insurance Agents & Brokers

Contact: Rick Pullen

Phone: (202) 783-4400

Email: rick.pullen@

LeadersEdgeMagazine.com

Made difficult topics readable through lively design and editorial. *Leader's Edge* has a wonderful melding of pop culture and insurance.



SILVER

Forward, Metal Service Center Institute

Contact: Riley Bandy, Imagination Publishing

Phone: (312) 887-1000

Email: rbrandy@imaginepub.com

Attention grabbing headlines and captions. The publication is well written and consistently well-designed.

BRONZE

BizEd, AACSB International - The Association to Advance Collegiate Schools of Business

Contact: Tricia Bisoux

Phone: (314) 579-9176

Email: tbisoux@sbcglobal.net

Good leadership profiles and forward-looking content. *BizEd* has clear understanding of their audience.

BRONZE

Independent School, National Association of Independent Schools

Contact: Edward Hoyt

Phone: (202) 973-9771

Email: hoyt@nais.org

Thoughtful writing that clearly knows its audience and its needs as well as a design that reflects its marketplace.

MAGAZINES:

General Excellence – 20,001 to 50,000

SILVER

Associations Now, ASAE & The Center for Association Leadership

Contact: Lisa Junker

Phone: (202) 626-2732

Email: ljunker@asaecenter.org

Articles, leads and headlines are very thoughtful. The publication has very strong, well-researched writing. The August 2009 issue was absolutely outstanding.

BRONZE

ASID Icon, American Society of Interior Designers

Contact: Jennifer Lipner

Phone: (202) 675-2363

Email: jlipner@asid.org

Beautiful, eye-catching magazine with a pioneering design. The publication is clearly audience-appropriate.

MAGAZINES:

General Excellence – 50,001 to 100,000

GOLD

Suffolk Alumni Magazine, Suffolk University Alumni Association

Contact: Andy Levinsky

Phone: (617) 994-6487

Email: alevinsk@suffolk.edu

Very creative writing. I wish my Alumni magazine was like this, as it even appeals to non-alumni. Great job taking focus off the fact they are alumni, but still of interest.

SILVER

Massage Therapy Journal, American Massage Therapy Association

Contact: Michelle Vallet

Phone: (847) 905-1644

Email: mvallet@amtamassage.org

Beautiful layout; articles are concise and gave value. The magazine has great typography and use of white space and very calming to look at. Excellent takeaways.

BRONZE

Internal Auditor, Institute of Internal Auditors

Contact: Shannon Steffee

Phone: (407) 937-1234

Email: shannon.steffee@theiia.org

Well organized and the editorial and graphics make technical topic engaging.

BRONZE

NFPA Journal, National Fire Protection Association

Contact: Scott Sutherland

Phone: (617) 984-7568

Email: ssutherland@nfpa.org

Complete news coverage gives readers the information they need in a very concise way.

MAGAZINES:

General Excellence – more than 100,000

GOLD

The Penn Stater, Penn State Alumni Association

Contact: Tina Hay

Phone: (814) 865-2709

Email: tinahay@psu.edu

I would want to read it even if I was not a Penn State graduate. It is the total package: design, story reflection and fantastic writing.

SILVER

Scouting, Boy Scouts of America

Contact: Scott Daniels

Phone: (972) 580-2365

Email: sdaniels@netbsa.org

Good design and a good mix of practical useful information and narrative story. It read well for the audience.

GENERAL EXCELLENCE OF EDITORIAL PRODUCTS

BRONZE

The Rotarian, Rotary International

Contact: John Rezek

Phone: (847) 866-3240

Email: john.rezek@rotary.org

Strong editorial, with creative, good design. The comics represent unique approach to convey the message.

Congratulations

TO THE **BEST** AND THE **BRIGHTEST**

Thank you to the 2010 Excel Award Judges. We appreciate your time and effort to award the best and the brightest in the association publishing industry.

A special thank you to our Premier Corporate Underwriter and EXCEL Awards Gala Sponsor, Sheridan Magazine Services.

Thank you to MultiView, our EXCEL Awards Pre-Gala Reception Sponsor.

Thank you to Eason Associates, Inc. for designing the silver, bronze and EXTRA! Award certificates.

Thank you to Touch Three for their collaboration on the creative and marketing development in Association Media & Publishing's Annual Meeting and EXCEL Gala collateral.

A special thank you and recognition to The Coulter Companies. Thank you to Automated Graphic Systems for personalizing and producing the EXCEL Gala Brochure.

SHERIDAN MAGAZINE SERVICES



1760 Old Meadow Road, Suite 500 | McLean, VA 22102

P 703.506.3285 | F 703.506.3266 | E info@associationmediaandpublishing.org

www.associationmediaandpublishing.org | twitter.com/assnmediapub