



## 2010 EXCEL Award Recipients

### **Newsletters: General Excellence**

Gold

*Community Manager*

Community Associations Institute

Silver

*ONS Connect*

Oncology Nursing Society

Bronze

*Education Update*

ASCD

### **Newsletters: Most Improved Newsletter to Newsletter**

Silver

*Stages*

California Dental Association

Bronze

*The AIER Cost-of-Living Guide*

American Institute for Economic Research

### **Newsletters - Most Improved Newsletter to Magazine**

Bronze

*Cold Facts*

Global Cold Chain Alliance

### **Newsletters: Newswriting**

Silver

*Community Manager*

Community Associations Institute

### **Newsletters: Design Excellence**

Silver

*Stages*

California Dental Association

### **Newspapers: General Excellence**

Gold

*Catholic Health World*

Catholic Health Association

Silver

*ACP Internist*

American College of Physicians

Bronze

*The ASHA Leader*

American Speech-Language-Hearing Association

### **Newspapers: Newswriting**

Gold

*Catholic Health World*

Catholic Health Association

Newspapers: Newswriting

Bronze

*NSTA Reports*

National Science Teachers Association

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

Gold

*Catholic Health World*, "Dementia Patients Lead Full lives at Hugar Mercy", August 2009

Catholic Health Association

Silver

*Catholic Health World*, "St. Joseph's Center Helps Kids Overcome Serious Eating Problems", May 2009

Catholic Health Association

Bronze

*Catholic Health World*, "Delivering Bad News Well requires Courage, Patience and Empathy", Septemeber 2009

Catholic Health Association

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

Gold

*The ASHA Leader*, "Last Words, Last Connections", December 2009

American Speech-Language-Hearing Association

Silver

*AARP Bulletin*, "Busting Medicare Fraud", November 2009

AARP

Bronze

*AARP Bulletin*, "Champion for Elder Justice",  
December 2009  
AARP

**Newspapers: Design Excellence**

Bronze  
*ADA News*  
American Dental Association

**Journals: General Excellence**

Gold  
*Journal of the California Dental Association*  
California Dental Association

Bronze  
*Project Management Journal*  
Project Management Institute

**Journals: Most Improved**

Gold  
*Pediatrics*  
American Academy of Pediatrics

Silver  
*Studies in Art Education*  
National Art Education Association

Bronze  
*Teaching Children Mathematics*  
National Council of Teachers of Mathematics

**Journals: Feature Article**

Gold  
*Mathematics Teacher*, "Algebra, Home  
Mortgages and Recessions", December  
2009/January 2010  
National Council of Teachers of Mathematics

Silver  
*Young Children*, "Phonological Awareness is  
Child's Play!", January 2009  
National Association for the Education of Young  
Children

Silver  
*Journal of College Science Teaching*,  
"Incorporating Authentic Scientific Research in an  
Introductory", Septemeber/October 2009  
National Science Teachers Association

Bronze  
*Journal of Athletic Training*, "Head Impacts  
During High School", August 2009  
National Athletic Trainers' Association

**Journals: Cover Illustration**

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

**Journals: Design Excellence**

Gold  
*Journal of the California Dental Association*  
California Dental Association

Silver  
*Pediatrics*  
American Academy of Pediatrics

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

Gold  
*Conservation*  
Society for Conservation Biology

Silver  
*Forum*  
Association Forum of Chicagoland

Bronze  
*Speaker*  
National Speakers Association

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

Gold  
*Leader's Edge*  
The Council of Insurance Agents & Brokers

Silver  
*Forward*  
Metal Service Center Institute

Bronze  
*Independent School*  
National Association of Independent Schools

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

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

Silver  
*Associations Now*  
ASAE & The Center for Association Leadership

Bronze  
*ASID Icon*  
American Society of Interior Designers

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

Gold  
*Suffolk Alumni Magazine*  
Suffolk University Alumni Association

Silver  
*Massage Therapy Journal*  
American Massage Therapy Association

Bronze

*NFPA Journal*  
National Fire Protection Association

Bronze  
*Internal Auditor*  
Institute of Internal Auditors

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

Gold  
*The Penn Stater*  
Penn State Alumni Association

Silver  
*Scouting*  
Boy Scouts of America

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

Gold  
*Health Progress*, November/December 2009  
Catholic Health Association

Silver  
*Independent School*, Winter 2009  
National Association of Independent Schools

Bronze  
*The Wildlife Professional*, Winter 2009  
The Wildlife Society

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

Gold  
*School Counselor*, November/December 2009  
American School Counselor Association

Silver  
*Common Ground*, September/October 2009  
Community Associations Institute

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

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

Gold  
*IEEE Spectrum*, June 2009  
IEEE

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

Gold  
*Funworld*, "From the Runway to the Midway", June 2009  
International Association of Amusement Parks & Attractions

Silver  
*The Wildlife Professional*, "Getting Out the Oil", Summer 2009  
The Wildlife Society

Bronze  
*International Educator*, "Beyond Stereotypes in Education Abroad", March/April 2009  
NAFSA: Association of International Educators

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

Gold  
*Leader's Edge*, "Dark Side of the Fantasy Factor", October 2009  
Council of Insurance Agents & Brokers

Silver  
*Scrap*, "Surviving on Scrap", September/October 2009  
Institute of Scrap Recycling Industries

Bronze  
*Scrap*, "Turf Wars", March/April 2009  
Institute of Scrap Recycling Industries

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

Gold  
*The Science Teacher*, "Hurricane Katrina: A Teachable Moment", October 2009  
National Science Teachers Association

Silver  
*Eye Net*, "Wounds of War: Military Ophthalmologists Help Soldiers Rebuild Lives", October 2009  
American Academy of Ophthalmology

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

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

Gold  
*AGD Impact*, "Bad to the Bone?", September 2009  
Academy of General Dentistry

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

Bronze  
*Units*, "Look Who's Talking: Managing Your Online Reputation", October 2009  
National Apartment Association

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

Gold  
*The Rotarian*, "Nowhere to Go", January 2010  
Rotary International

Silver  
*The Penn Stater*, "Who Killed Betsy Aardsma?",  
September/October 2009  
Penn State Alumni Association

Bronze  
*NEA Today*, "Born in the USA", January/February  
2009  
National Education Association

**Magazines: Editorial**

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

Silver  
*Journal of College Science Teaching*, "Gooney-  
Gosh", January/February 2009  
National Science Teachers Association

Bronze  
*NEA Today*, "What's in an A?", January/February  
2009  
National Education Association

**Magazines: Column**

Gold  
*Legal Management*, "Cash for my Clunker? Not  
so Fast", September 2009  
Association of Legal Administrators

Silver  
*The Science Teacher*, "Do Cell Phones Really  
Harm the Brain?" March 2009  
National Science Teachers Association

Bronze  
*Administrative Eyecare*, "How to Blow Up Your  
Ophthalmic Career in 15 Easy Steps", Summer  
2009  
American Society of Ophthalmic Administrators

Bronze  
*One+*, "Reboot Your Brain", November 2009  
Meeting Professional International

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

Gold  
*The Higher Education Workplace*  
CUPA-HR

Silver  
*ASID Icon*  
American Society of Interior Designers

Bronze  
*Roadmap Through the Recession*  
Society for Maintenance & Reliability  
Professionals

Bronze  
*Public Management*  
International City/County Management  
Association

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

Gold  
*Scouting*  
Boy Scouts of America

Silver  
*Sport Aviation*  
Experimental Aircraft Association

**Magazines: Cover Illustration**

Gold  
*The Rotarian*, January 2010  
Rotary International

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

**Magazines: Cover Photography**

Gold  
*IEEE Spectrum*, January 2009  
IEEE

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

**Magazines: Cover Photo-Illustration**

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

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

Bronze  
*Electrical Contractor*, November 2009  
National Electric Contractor Association

**Magazines: Feature Story Design- Less than 50,000**

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

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

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

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

Gold  
*Scouting*, "Fat Chance", Septemeber/October  
2009  
Boy Scouts of America

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

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

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

Gold  
*The Conference Review Board*  
The Conference Board

Silver  
*JPM*  
Institute of Real Estate Management

Bronze  
*Parks & Recreations*  
National Recreation & Parks Association

Bronze  
*Icon*  
The American Society of Interior Designers

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

Gold  
*Sport Aviation*  
Experimental Aircraft Association

Silver  
*Communications of the ACM*  
Association of Computing Machinery

Bronze  
*AAUW Outlook*  
AAUW

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

Gold  
*IIDA Perspective*  
International Interior Design Association

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

Bronze  
*Tufts Veterinary Medicine*  
Tufts University Alumni Association

**Magazines: Design Excellence- 20,001 to  
100,000**

Gold  
*Suffolk Alumni Magazine*  
Suffolk University Alumni Association

Silver  
*Associations Now*  
ASAE & The Center for Association Leadership

Bronze  
*One+*  
Meeting Professional International

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

Gold  
*Sport Aviation*  
Experimental Aircraft Association

Gold  
*Trout Magazine*  
Trout Unlimited

Silver  
*The Penn Stater*  
Penn State Alumni Association

**Special Publications: Annual Reports**

Gold  
*Land Trust Alliance 2008 Annual Report*  
Land Trust Alliance

Silver  
*California Masons in the 21st Century*  
Masons of California

Bronze  
*Annual Report 2008 - 2009*  
Rotary International

**Special Publications: Special Reports**

Gold  
*Case Studies for Global Health*  
Association of University Technology Managers

Silver  
*Internalizing the Campus*  
NAFSA: Association of International Educators

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

**Special Publications: Membership  
Directories/Buyers Guides/Catalogs**

Gold  
*2010 Newspaper Advertising Planbook*  
Newspaper Association of America

Silver  
*Global Cold Chain Directory*  
Global Cold Chain Alliance

**Special Publications: Brochures**

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

Silver  
*National Writing Project Brochure*  
National Writing Project

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

Bronze  
*Amazing Stories of Polio*  
Rotary International

**Books: Technical Book**

Gold  
*Local Planning*  
International City/County Management  
Association

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

Silver  
*Eloquent Science*  
American Meteorological Society

Bronze  
*Cultural Food Practices*  
American Dietetic Association

**Books: Non-Technical Book**

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

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

Bronze  
*Man Cancer Sex*  
Oncology Nursing Society

Bronze  
*Woman Cancer Sex*  
Oncology Nursing Society

Bronze  
*Answers to Science Questions: From the Stop  
Faking it! Guy*  
National Science Teachers Association

**Online Publishing: Website — General  
Excellence**

Gold  
[www.healthychildren.org](http://www.healthychildren.org)  
American Academy of Pediatrics

Silver  
[www.diabetes.org](http://www.diabetes.org)  
American Diabetes Association

Bronze  
[www.nbaa.org](http://www.nbaa.org)  
National Business Aviation Association

**Online Publishing: Website — Design  
Excellence**

Gold  
[www.freemason.org](http://www.freemason.org)  
Masons of California

Silver  
*Pause. Your Complete Guide to Midlife Health  
Website*  
American College of Obstetricians and  
Gynecologists

Bronze  
Habitat for Humanity Website  
Habitat for Humanity International

**Online Publishing: Website — Editorial  
Excellence**

Gold  
Educational Leadership Online  
ASCD

Silver  
[www.arthritistoday.org](http://www.arthritistoday.org)  
Arthritis Foundation

Bronze  
Habitat for Humanity's Carter Work Project  
Habitat for Humanity International

**Online Publishing: Website — Special Members Area**

Gold  
www.freemason.org  
Masons of California

Silver  
*American Dental Association International Volunteer Webpage*  
American Dental Association

**Online Publishing: Website—Redesign**

Gold  
www.artsmarketing.org  
Americans for the Arts

Silver  
www.apa.org  
American Psychological Association

Bronze  
American Pediatric Surgical Association Website  
American Pediatric Surgical Association

**Online Publishing: Electronic Newsletter- General Excellence**

Gold  
*ASCD Express*  
ASCD

Silver  
*Community Post*  
Project Management Institute

Bronze  
*The Leader*  
Masons of California

**Online Publishing: Blog**

Gold  
*Speaking of Real Estate*  
National Association of REALTORS®

Silver  
*Inservice*  
ASCD

Bronze  
*Business Tips Newsletter*  
NAFSA: Association of International Educators

**Online Publishing: Podcasts**

Gold  
*Robots for Real*  
IEEE

**Online Publishing: Online Publishing Innovation**

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

Silver  
*MOVE Online*  
American Association of Motor Vehicle Administrators

Bronze  
*"Beyond Boundaries", ASCD Annual Report and Timeline 2008*  
ASCD

**Online Publishing: Online Directory/Buyers Guide**

Gold  
AAJ Public Member Directory  
American Association for Justice

**General Excellence of Editorial Products**

Bronze  
*Rotary Canada*  
Rotary International

**Convention Publications: Convention Program**

Gold  
*2009 Annual Convention*  
Americans for the Arts

Silver  
*2009 Annual Meeting Program Book*  
American Society for Clinical Pathology

Bronze  
*National Arts Marketing Project Conference*  
Americans for the Arts

**Convention Publications: Convention Daily Newspaper**

Gold  
*Daily Now*  
ASAE & The Center for Association Leadership

Silver  
*PCMA Daily*  
Professional Convention Management Association

Bronze  
*Show Daily*  
National Association of REALTORS®

**Media Kits**

Gold  
*2010 ASHA Media Kit*  
American Speech-Language-Hearing Association

Silver  
*Civil Engineering Media Info*  
American Society of Civil Engineers

Bronze  
*2010 Media Planner*  
American Physical Therapy Association

**Direct Mail: Single Piece**

Gold  
*National Arts Marketing Project Conference*  
Americans for the Arts

Silver  
*New Edge Welcome Kit*  
Kansas Association of REALTORS®

Bronze  
*Fill Your Toolbox*  
National Speakers Association

**Direct Mail: Campaign**

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

**Advertisements: Single Piece**

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

**Advertisements: Campaign**

Gold  
*Saving a Life*  
Rotary International

Silver  
*Celebrate the Power of AP*  
International Accounts Payable Professionals

Bronze  
*The Arts. Ask for More.*  
Americans for the Arts