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www.associationmediaandpublishing.org
Association Media & Publishing™

April 27, 2010
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Association Media & Publishing™ Announces the 2010 EXCEL Award Winners

(McLean, VA, April 27, 2010) — Association Media & Publishing is pleased to announce the winners of the 30th Annual EXCEL Awards, which honor the best and the brightest in association media and publishing.

175 winners, representing 91 non-profit organizations and associations, were selected from nearly 1,000 entries. Winners were chosen for displaying exemplary work in editorial, design, advertising and marketing, online publishing, mobile applications, digital editions and electronic newsletter categories.

“Congratulations to the 30th Annual EXCEL Award winners,” said Amy Lestition, CAE, Association Media & Publishing Executive Director. “By producing and delivering content in a variety of formats, these associations continue to raise the standard for association publishing. We’re thrilled to honor their work and inspiration, which showcases the value of the association to their constituents.”

Lisa Junker, CAE, IOM, EXCEL Award Chair added, “This year’s award winners truly demonstrate the energy and creativity that goes into association publications, communications, and media, at associations of all sizes. We’re proud to honor their innovative work.”

Award recipients will be recognized at the **30th Annual EXCEL Awards Gala** which celebrates association media, on Monday, June 14, 2010, at the Capital Hilton in Washington, DC. The evening will begin with a reception at 5:30 p.m., followed by a formal dinner at 6:30 p.m. The coveted EXTRA! Awards will be recognized for pushing the edge of the envelope further to innovate in an ever-changing publishing environment at the 30th Annual EXCEL Awards Gala. Award winning entries are displayed at the EXCEL Awards Gala and are featured in the July/ August issue of *Signature* magazine.

The EXCEL Awards Gala is held in conjunction with the Association Media & Publishing Annual Meeting. This year’s conference lineup features a keynote presentation from Debra Leithauser, editor of the *Washington Post Magazine*, on editing a magazine for 21st-century readers, as well as a second keynote from John Q. Griffin, executive vice president and president of publishing for the National Geographic Society, on how to position your magazine as the cornerstone of a multimedia, multichannel resource platform for your members.

For more information, please visit: www.associationmediaandpublishing.org

Association Media & Publishing serves the needs of association publishers, communications professionals and the media they create. From blogs to magazines to wikis, Association Media & Publishing:

- Leads innovative approaches in community building, as shown by our use of social media, webinars and in-person learning opportunities;
- Hosts the preeminent recognition of industry and individual best practices via our Excel Awards and publications review program; and,
- Provides career advancement via an online career center, networking opportunities and lifelong learning experiences.



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 Magazine
Society for Conservation Biology

Silver
Forum
Association Forum of Chicagoland

Bronze
Speaker Magazine
National Speakers Association

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

Gold
Leader's Edge
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

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 Magazine
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
ASCA 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, July 2009
IEEE

Magazines: Feature Article- 10,000 or fewer
Gold
Funworld Magazine, "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 Magazine, "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

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 Magazine
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
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, "O'bama, O'Canada, Oh No!",
September 2009
Council of Insurance Agents & Brokers

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

Gold
Scouting Magazine, "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

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
Council of Insurance Agents & Brokers

Bronze
Tufts Medicine
Tufts University/ Alumni Association

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

Gold
Suffolk Alumni Magazine
Suffolk University

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
Masonic Grand Lodge 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 Foundation

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: Stop Faking it!
National Science Teachers Association

**Online Publishing: Website — General
Excellence**

Gold
www.healthychildren.org
American Academy of Pediatrics

Silver
www.diabetes.org
American Diabetes Association

Bronze
www.nbaa.org
National Business Aviation Association

**Online Publishing: Website — Design
Excellence**

Gold
www.freemason.org
Masonic Grand Lodge 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
Arthritis Foundation

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

Online Publishing: Website — Special Members Area

Gold
www.freemason.org
Masonic Grand Lodge 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
Masonic Grand Lodge 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